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ABSTRACT

Results from the 18th annual Recruiting Trends survey completed by the Collegiate Employment Research Institute for Career Development and Placement Services at Michigan State University are presented. For this 1988-89 survey, cross-sections of employers from business, industry, government, and education were contacted, and responses were received from 739 organizations. Information is provided on the following subjects: salaried employees; international employment opportunities; changes in salaried employees last year; organization type influences hiring quotas; women hires; minority hires; liberal arts hires; new college graduate hires; starting salary averages; technical versus non-technical acceptances; reneging on job offers by students/employers; campus visits by employer representatives; trends for interviewing schedules; closed interview schedules requested; prescreening on college campuses; job availability by geographical region; recruitment methods used by employers; implementation of new recruitment methods; employer recommendations--improved education; assistance for dual-career couples; employer reimbursement of relocation expenses; remedies for minority dropout problems; overall job market ratings; turnover of new college graduates; drug, alcohol, and AIDS testing; and employers surveyed. Charts and tables are included. (SM)

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RECRUITING TRENDS 1988-89

A Study of Businesses, Industries, Governmental Agencies, and Educational Institutions Employing New College Graduates

by

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L. Patrick Scheetz, Ph.D.

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Summary of

RECRUITING TRENDS 1988-89

A Study of 739 Businesses, Industries, Governmental Agencies, and Educational Institutions Employing New College Graduates

This summary provides results from the eighteenth annual Recruiting Trends survey completed by the Collegiate Employment Research Institute for Career Development and Placement Services at Michigan State University. For this 1988-89 survey, cross-sections of employers from business, industry, government, and education were contacted; and responses were received from 739 organizations. Survey results include information regarding anticipated changes in hiring trends for new college graduates, expected starting salaries, campus recruiting activities, new recruitment techniques, and other topics of interest to personnel administrators, placement officers, career counselors, faculty, and students.

Of the respondents this year, 36.6% represented industries and manufacturing organizations, 26.9% service organizations, 14.4% businesses, 17.1% educational institutions, and 5.1% governmental agencies and military services. (Page 3)

Organizations with 10,000 or more employees comprised 10.2% of the respondents; those with 5,000 to 9,999 employees, 7.3%; organizations with 1,000 to 4,999 employees, 27.0%; organizations with 500 to 999 employees, 12.8%; those with 100 to 499 employees, 25.2%; and those with 1 to 99 employees, 17.6%. This distribution reflects the diversity of employers included in this survey. (Pages 1-2)

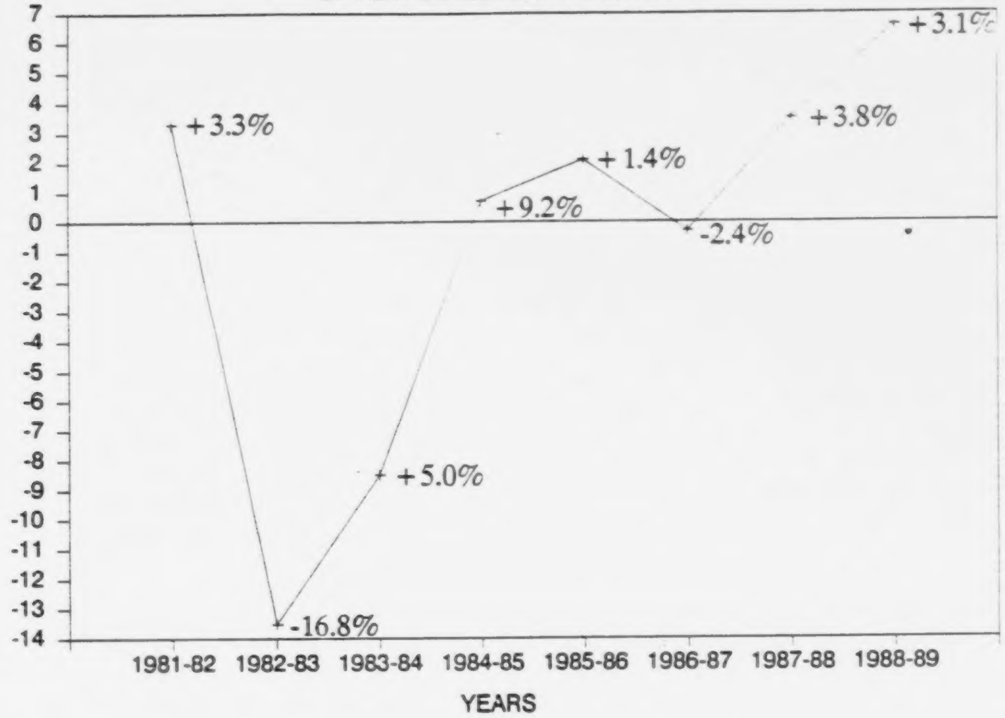
The Recruiting Trends survey was initially mailed to employers on August 23-25, 1988. A reminder notice followed on October 23-25, 1988, to those employers who had not returned their questionnaires.

Job Outlook for the Class of 1988-89

Another good year is expected in 1988-89 for placement of new college graduates. Hiring quotas for this year among surveyed employers are expected to increase by 3.1% when compared to last year's hiring of new college graduates. Last year, hiring of new college graduates among surveyed employers totaled 66,151. This year, hiring quotas for surveyed employers are expected to total 67,496 for new college graduates. (Pages 7-9)

HIRING INTENTIONS FOR EMPLOYERS

OF NEW COLLEGE GRADUATES



During the 1988-89 recruiting year, surveyed employers expect to hire more minority graduates (5.3%), MBA graduates (4.0%), bachelor's graduates (3.4%), and women graduates (3.3%). Hiring is expected to increase only slightly for master's graduates (1.6%), doctoral degree graduates (1.4%), and handicapper graduates (1.0%). (Page 13)

Hiring Quotas for This Year (1988-89)

According to surveyed employers, an overall increase of 3.1% is anticipated in numbers of new hires this year compared to last year. Hiring of new graduates is expected to total 67,496. The employer categories expecting to hire the greatest numbers are electronics and electrical equipment (9,331); educational institutions (9,030); governmental administration (6,132); hospitals and health services (4,935); chemicals, drugs, and allied products (4,745); diversified conglomerates (4,319); food and beverage processing (4,138); aerospace and components (3,969); and banking, finance, and insurance (3,823). (Pages 7-8)

Other employer categories hiring this year are merchandising and retailing industries (2,900); the military (2,575); automotive and mechanical equipment (1,988); accounting (1,875); public utilities (including transportation) (1,728); petroleum and allied products (1,562); research and/or consulting services (1,298); service and volunteer organizations (816); hotels, motels, restaurants, and recreational facilities (651); printing, publishing, and informational services (502); construction and building materials manufacturing (463); tire and rubber products (246); metals and metal products (212); agribusiness (167); and glass, packaging, and allied products (88).

Employer categories with the greatest increases in numbers of anticipated hires for this year compared to new college graduates hired last year are hotels, motels, restaurants, and recreational facilities (65.6%); petroleum and allied products (50.4%); chemicals, drugs, and allied products (12.2%); construction and building materials manufacturing (11.5%); research and/or consulting services (11.2%); aerospace and components (11.1%); governmental administration (8.6%); electronics and electrical equipment (7.3%); printing, publishing, and informational services (6.0%); tire and rubber products (5.6%); accounting (5.2%); glass, packaging, and allied products (4.8%); food and beverage processing (3.9%); and service and volunteer organizations (2.1%). (Pages 7-8)

Little change in hiring over last year is anticipated by the military (0.6%). Decreases in hiring quotas are expected by hospitals and health services (-0.2%); diversified conglomerates (-2.4%); automotive and mechanical equipment (-3.3%); public utilities (including transportation) (-3.5%); merchandising and retailing industries (-3.9%); educational institutions (-5.4%); agribusiness (-5.6%); metals and metal products (-6.2%); and banking, finance, and insurance (-8.1%).

Demand for Various Academic Majors and Degree Levels

Overall, surveyed employers expect to hire about 3.4% more bachelor's degree graduates this year (1988-89). However, changes in demand for individual academic majors will vary considerably.

The greatest increases in demand will be experienced by majors in hotel, restaurant, and institutional management (6.2%); electrical engineering (4.8%); marketing/sales (4.6%); financial administration (3.9%); mechanical engineering (3.8%); computer science (3.4%); telecommunications (3.4%); general business administration (3.0%); agriculture (2.9%); accounting (2.7%); civil engineering (2.2%); and chemistry (2.1%).

Only slight increases in demand are expected for nursing (1.8%); industrial engineering (1.6%); liberal arts/ humanities (1.3%); physics (1.2%); and chemical engineering (1.1%).

Little or no change is anticipated for majors in personnel administration (0.6%); mathematics (0.5%); retailing (0.3%); geology (0.3%); social science (0.3%); journalism (0.2%); advertising (0.1%); human ecology/ home economics (0.0%); education (0.0%); natural resources (-0.2%); and communications (-0.8%). (Page 14)

Starting Salary Averages

The average annual starting salary expected for bachelor's degree graduates in 1988-89 is $23,810, an increase of $830 (3.5%) over last year's average starting salary of $22,980. Expected starting salary offers for advanced degree graduates include: $33,915 for MBA graduates; $30,504 for masters degree graduates, and $34,608 for doctoral degree graduates. (Pages 15-17 and 21)

Highest among starting salaries expected this year for new college graduates are chemical engineering ($32,082), electrical engineering ($31,010), mechanical engineering ($30,848), and computer science ($29,778). These same four academic majors also ranked highest among last year's average starting salaries.

Estimated starting salary offers for other academic majors are: industrial engineering ($29,094); physics ($28,964); civil engineering ($27,369); chemistry ($26,704); geology ($25,983); accounting ($25,051); nursing ($24,705); mathematics ($23,968); marketing/sales ($22,951); financial administration ($22,829); telecommunications ($22,498); general business administration ($22,346); agriculture ($20,701); communications ($20,534); social science ($20,496); advertising ($20,431); hotel, restaurant, and institutional management ($19,751); education ($19,641); journalism ($19,304); personnel administration ($19,176); liberal arts/arts and letters ($19,083); human ecology/home economics ($18,466); retailing ($18,247); and natural resources ($18,019). (Page 21)

Job Opportunities by Geographical Region

According to surveyed employers, the greatest availability of employment opportunities for new college graduates during 1988-89 will be in the southwestern region of the United States, primarily California. Regions of the United States placed in order of best overall job availability are southwestern, northeastern, southeastern, northcentral, southcentral, and northwestern. (Page 34)

Overseas/International Employment

Of the 454 employers responding to this question, 214 organizations (47.1%) had some salaried employees in overseas locations. Of these employers, 106 (23.3%) had 1 to to 99 employees overseas, 40 (8.8%) had 100 to 499 employees overseas, 9 (2.0%) had 500 to 999 employees overseas, 22 (4.8%) had 1,000 to 4,999 employees overseas, 12 (2.6%) had 5,000 to 9,999 employees overseas, and 25 (5.5%) had more than 10,000 employees overseas. (Page 4)

Hiring Results from Last Year (1987-88)

When reviewing last year's hiring pattern, employers from this study reported large numbers of new college graduates hired. By employer category, the numbers of graduating students hired were: educational institutions (9,633); electronics and electrical equipment (8,873); governmental administration (5,645); hospitals and health services (4,944); diversified conglomerates (4,673); chemicals, drugs, and allied products (4,228); banking, finance, and insurance (4,161); food and beverage processing (3,984); aerospace and components (3,572); merchandising and retailing industries (3,119); and the military (2,560).

Other employer categories were automotive and mechanical equipment (2,056); public utilities (including transportation) (1,790); accounting (1,782); research and/or consulting services (1,167); petroleum and allied products (1,125); service and volunteer organizations (799); printing, publishing, and informational services (450); construction and building materials manufacturing (444); hotels, motels, restaurants, and recreational facilities (393); tire and rubber products (233); metals and metal products (226); agribusiness (177); glass, packaging, and allied products (84); and communication, including radio, TV, and newspapers (33). (Pages 7-8)

Percentage of Women Hired by Employers

Employer categories with the highest percentages of women among new hires last year were food and beverage processing (60.1%); educational institutions (50.6%); accounting (47.2%); hospitals and health services (46.2%); public utilities, including transportation (40.5%); hotels, motels, restaurants, and recreational facilities (36.1%); merchandising and retailing industries (33.7%); governmental administration (31.9%); petroleum and allied products (29.7%); tire and rubber products (28.8%); research and/or consulting services (28.1%); and banking, finance, and insurance (27.4%).

Percentages of women hired by other employer categories included agribusiness (22.6%); glass, packaging, and allied products (22.6%); printing, publishing, and informational services (21.8%); metals and metal products (19.9%); construction and building materials manufacturing (19.6%); aerospace and components (18.5%); automotive and mechanical equipment (16.2%); electronics and electrical equipment (14.5%); the military (13.7%); chemicals, drugs, and allied products (13.2%); service and volunteer organizations (12.4%); diversified conglomerates (10.8%); and communication, including radio, TV, and newspapers (9.1%). (Page 10)

Percentage of Minorities Hired by Employers

Employer categories with the highest percentages of minorities among new hires last year were food and beverage processing (29.3%); tire and rubber products (21.9%); educational institutions (20.7%); public utilities, including transportation (19.4%); petroleum and allied products (16.8%); hotels, motels, restaurants, and recreational facilities (16.3%); aerospace and components (15.4%); construction and building materials manufacturing (14.0%); hospitals and health services (14.0%); merchandising and retailing industries (13.8%); service and volunteer organizations (13.5%); and research and/or consulting services (9.9%). (Page 11)

Liberal Arts Hiring Trends

Among new college graduates hired last year (1987-88) by surveyed employers, approximately 9.5% were from traditional liberal arts majors (English, history, languages, etc.). Employer categories hiring significant numbers of liberal arts majors included communication, including radio, TV, and newspapers (42.5%); educational institutions (29.9%); banking, finance, and insurance (14.6%); the military (12.5%); service and volunteer organizations (11.4%); food and beverage processing (10.4%); and merchandising and retailing industries (10.1%). (Page 12)

Changes in Salaried Employees Last Year

With the expectation that hiring intentions of prospective employers might be influence by changes in numbers of salaried employees working for organizations last year, employers were asked to report any changes in their total numbers of salaried employees. Employers reported a net increase of 2.2% in the number of salaried employees working for their organizations last year. This compared to an increase of 2.3% found in 1986-87, 1.6% found in 1985-86, 1.7% found in 1984-85, and 1.5% found in 1983-84. During the last five years, most of the surveyed employers have only slightly increased the numbers of salaried employees working for their organizations. (Page 5)

Last year (1987-88), significant increases in numbers of salaried employees occurred in the following employment areas: printing, publishing, and informational services (10.5%); hotels, motels, restaurants, and recreational facilities (9.4%); research and/or consulting services (7.7%); food and beverage processing (5.6%); banking, finance, and insurance (3.4%); service and volunteer organizations (3.3%); and aerospace and components (3.1%). (Page 5)

When measuring changes in salaried employees by geographical regions, the largest increases were reported in the southeastern region (3.6%), northwestern region (2.4%), and the southwestern region (2.4%). Size of organization also influenced changes in salaried employees. Last year, the greatest increases in the number of salaried employees occurred for employers with 1 to 99 employees (3.4%), 100 to 499 employees (2.7%), 500 to 999 employees (2.9%); and those employers with 5,000 to 9,999 employees (0.8%). A very slight decrease was reported by employers with 10,000 or more employees (-0.1%). (Page 6)

Anticipated Changes in Salaried Employees This Year (1988-89)

This year, employment areas expecting significant increases in numbers of salaried employees are hotels, motels, restaurants, and recreational facilities (7.4%); research and/or consulting services (6.0%); banking, finance, and insurance (5.2%); accounting (5.2%); printing, publishing, and informational services (5.2%); food and beverage processing (4.2%); glass, packaging, and allied products (3.7%); and electronics and electrical equipment (3.3%). (Page 5)

Starting Salary Averages Last Year

Employer categories with the highest average annual starting salaries last year were tire and rubber products ($30,838); aerospace and components ($29,403); automotive and mechanical equipment ($27,800); chemicals, drugs, and allied products ($27,756); public utilities, including transportation ($27,705); petroleum & allied products ($27,557); electronics and electrical equipment ($27,412); and metals and metal products ($27,183).

Average annual starting salaries for other employer categories included glass, packaging, and allied products ($25,944); diversified conglomerates ($25,869); research and/or consulting services ($25,373); construction and building materials manufacturing ($25,250); food and beverage processing ($24,411); the military ($23,875); accounting ($23,145); hospitals and health services ($23,022); banking, finance, and insurance ($21,981); service and volunteer organizations ($21,917); printing, publishing, and informational services ($21,858); governmental administration ($21,064); merchandising and related services including retailing industries ($21,054); agribusiness ($20,350); educational institutions ($20,002); hotels, motels, restaurants, and recreational facilities ($19,009); and communication, including radio, TV, and newspapers ($17,500).

The employer categories expecting the greatest percentage of increase in starting salaries from last year (1987-1988) to this year (1988-1989) are service and volunteer organizations (5.2%); merchandising and related services including retailing industries (4.9%); the military (4.9%); diversified conglomerates (4.7%); educational institutions (4.7%); research and/or consulting services (4.7%); banking, finance, and insurance (4.4%); hospitals and health services (4.2%); agribusiness (4.2%); food and beverage processing (4.2%); and tire and rubber products (4.1%). (Pages 15-16)

Starting Salaries Influenced by Size and Geographical Location of Organization

The average annual starting salary for a new bachelor's degree graduate is greatly influenced by the size of an organization. The lowest starting salaries this year are expected from organizations with 1-99 employees ($21,885), and the highest starting salaries are expected from organizations employing 10,000 or more employees ($25,665). The largest increase in starting salaries are expected from employers with 500 to 999 employees (4.2%), employers with 100 to 499 employees (4.1%), and employers with 1,000 to 4,999 employees (4.0%). (Page 17)

This year, starting salaries are also influenced by the geographical region where the new graduate is employed. The highest starting salaries for 1988-89 are expected from the northeastern region ($26,077), and the lowest salaries are expected from the southwestern region ($22,918). (Page 17)

Expected Increases in Starting Salaries

Starting salary offers for new bachelor's degree graduates are expected to increase by an average of 3.0% for 1988-89, only slightly higher than last year's increase of 2.8%. Starting salary offers are expected to increase for minority graduates, 2.9%; women graduates 2.7%; and master's degree graduates, 2.6%. Increases are also expected for doctoral graduates (2.6%), handicappers (2.3%), and MBA graduates (5.0%). (Pages 18-19)

Starting salary offers for new bachelor's degree graduates are expected to vary quite substantially between academic majors. Highest among anticipated increases for new bachelor's degree graduates this year (1988-89) will be accounting (2.9%). (Page 20)

Substantial starting salary increases are also expected for education (2.8%); computer science (2.7%); mechanical engineering (2.6%); marketing/sales (2.5%); electrical engineering (2.4%); chemical engineering (2.3%); financial administration (2.3%); nursing (2.3%); civil engineering (2.2%); general business administration (2.2%); hotel, restaurant, and institutional management (2.2%); chemistry (2.0%); industrial engineering (2.0%); and liberal arts/ humanities (2.0%).

Moderate increases are anticipated for personnel administration (1.8%); mathematics (1.8%); social science (1.7%); physics (1.5%); telecommunications (1.5%); communications (1.5%); journalism (1.4%); agriculture (1.3%); human ecology/ home economics (1.1%); advertising (1.1%); geology (1.1%); natural resources (1.1%); and retailing (1.0%). (Page 20)

Starting Salaries Increase Vary by Employer Category

Employer categories expecting the most substantial increases are accounting (5.1%); food and beverage processing (4.8%); tire and rubber products (4.5%); hotels, motels, restaurants, and recreational facilities (4.4%); the military

(4.0%); chemicals, drugs, and allied products (3.8%); banking, finance, and insurance (3.5%); research and/or consulting services (3.4%); governmental administration (3.4%); hospitals and health services (3.4%); diversified conglomerates (3.4%); construction and building materials manufacturing (3.3%); educational institutions (3.3%); and service and volunteer organizations (3.0%). (Page 18)

Expecting increase of 2.0% to 2.9% are agribusiness (2.8%); automotive and mechanical equipment (2.7%); glass, packaging, and allied products (2.4%); petroleum & allied products (2.3%); metals and metal products (2.2%); electronics and electrical equipment (2.3%); public utilities, including transportation (2.1%); aerospace and components (2.0%); and printing, publishing, and informational services (2.0%).

Increases of less than 2.0% are expected by merchandising and related services including retailing industries (1.7%); and communication, including radio, TV, and newspapers (0.0%). (Page 19)

Acceptance Rates for Job Offers

An excellent measure of past job market trends is the percentage of job offers accepted. Of offers made to technical college graduates during 1987-88, 70.9% were accepted according to surveyed employers. This is a significant increase over previous years. Acceptance rates for the last five years were: 55.5% in 1986-87, 61.2% in 1985-86, 59.7% in 1984-85, 59.0% in 1983-84, and 60.1% in 1982-83. This increase in the acceptance rate for 1987-88 graduates most likely suggests either improved recruitment techniques or a somewhat more limited job market for technical graduates.

Offers of employment to non-technical college graduates were also accepted at a higher rate of 76.6% during 1987-88, according to surveyed employers. This compares to an acceptance rate of 62.5% in 1986-87, 68.3% in 1985-86, 68.2% in 1984-85, 68.5% in 1983-84, and 65.3% in 1982-83. (Pages 22-23)

The highest acceptance rates for offers of employment to technical graduates were received by educational institutions (78.0%) and service organizations (73.5%). Those employer types receiving lower acceptance rates were industrial and manufacturing organizations (71.0%); business organizations (65.4%); and government agencies (60.9%). Acceptance rates for non-technical graduates were as follows: educational institutions (88.1%), service organizations (76.5%), industrial and manufacturing organizations (73.9%), business organizations (73.7%), and government agencies (70.5%).

For non-technical college graduates, the highest acceptance rates were received by organizations with 100 to 499 employees (81.8%), 500 to 999 employees (81.4%), and 1 to 99 employees (80.8%). The lowest acceptance rates for non-technical graduates were experienced by employers with 5,000 to 9,999 employees (64.0%) and 10,000 or more employees (67.9%). The highest acceptance rates for technical graduates were received by organizations with 100 to 499 (80.1%), 500 to 999 (69.5%), 1 to 99 (75.8%). Following this employer size were organizations with 5,000 to 9,999 employees (64.3%), 1,000 to 4,999 (67.5%), and 10,000 or more (63.0%).

Reasons for Graduating Students Reneging on Job Offers

From the experiences of employers responding to this survey, the principal reason for new college graduates reneging on job offers is a better salary offer elsewhere. Less often are the following reasons given: geographical location of the other job, better advancement and/or promotion opportunities elsewhere, job status and prestige of the other job, better utilization of skills elsewhere, more challenging work assignments elsewhere, relocations required by the job, and reputation of the other organization. (Page 26)

Campus Recruitment Visits by Employers

Employers responding to this survey report an expected increase in numbers of recruitment visits on college campuses (3.6%) this year. Last year, campus visits increased by 1.4%.

Changes in the numbers of campus visits will vary again this year according to the type of organization. Surveyed employers report the greatest increases in campus visits can be expected in the following categories: construction and building materials manufacturing (16.0%); petroleum and allied products (12.3%); printing, publishing, and informational services (11.4%); hospitals and health services (10.6%); governmental administration (9.4%); diversified conglomerates (8.5%); food and beverage processing (7.1%); automotive and mechanical equipment (7.0%); metals and metal products (6.8%); research and/or consulting services (5.8%); service and volunteer organizations (5.8%); chemicals, drugs, and allied products (5.7%); electronics and electrical equipment (5.6%); and hotels, motels, restaurants, and recreational facilities (4.3%).

Moderate increases in the number of campus visits are expected from banking, finance, and insurance (1.2%); educational institutions (1.0%); agribusiness (0.8%); and accounting (0.6%).

Those organizations expecting declines in the number of visits on college campuses include glass, packaging, and allied products (-1.7%); merchandising and retailing industries (-2.0%); public utilities, including transportation (-2.1%); aerospace and components (-4.8%); communication, including radio, TV, and newspapers (-18.3%); and tire and rubber products (-23.8%). (Page 27)

Employer Interview Schedules on College Campuses

Employers responding to this survey anticipate a slight increase in interview schedules on college campuses (3.0%) this year. Last year, surveyed employers also reported a slight increase in campus interview schedules (2.4%). (Page 29)

Changes in numbers of interview schedules will vary again this year according to type of organization. Surveyed employers report that the greatest increases in interview schedules can be expected from the following: hospitals and health services (14.4%); food and beverage processing (10.2%); hotels, motels, restaurants, and recreational facilities (9.4%); diversified conglomerates (8.9%); governmental administration (7.7%); construction and building materials manufacturing (6.7%); chemicals, drugs, and allied products (6.0%); service and volunteer organizations (5.8%); and printing, publishing, and informational services (5.6%).

Moderate increases in interview schedules can be expected from electronics and electrical equipment (4.1%); research and/or consulting services (3.3%); petroleum and allied products (3.2%); banking, finance, and insurance (2.3%); educational institutions (2.0%); agribusiness (1.7%); metals and metal products (0.8%); and accounting (0.4%).

Employers expecting no change in numbers of on-campus interview schedules were the military.

Employers expecting a decline in interview schedules were glass, packaging, and allied products (-0.6%); automotive and mechanical equipment (-0.9%); public utilities, including transportation (-1.4%); merchandising and retailing industries (-1.7%); aerospace and components (-7.1%); communication, including radio, TV, and newspapers (-22.5%); and tire and rubber products (-25.8%). (Page 29)

Closed Interview Schedules Requested by Employers

Employers responding to this year's survey indicate that a very slight increase (2.0%) in closed interview schedules will be requested by their organizations when interviewing on college campuses this year (1988-89).

Those organizations expecting substantial increases in closed interview schedules include agribusiness (17.5%); glass, packaging, and allied products (10.0%); food and beverage processing (8.9%); diversified conglomerates (7.3%); printing, publishing, and informational services (6.6%); and electronics and electrical equipment (5.8%).

Moderate increases are expected by merchandising and retailing industries (3.0%); chemicals, drugs, and allied products (2.7%); accounting (2.3%); construction and building materials manufacturing (2.0%); tire and rubber products (2.0%); research and/or consulting services (1.7%); governmental administration (1.3%); petroleum and allied products (1.0%); educational institutions (0.7%); metals and metal products (0.2%); aerospace and components (0.1%); and hotels, motels, restaurants, and recreational facilities (0.1%).

No change in the numbers of closed interview schedules is expected in hospitals and health services, the military, and service and volunteer organizations.

Decreases in closed schedules are expected by banking, finance, and insurance (-0.1%); public utilities, including transportation (-0.9%); automotive and mechanical equipment (-4.2%); and communication, including radio, TV, and newspapers (-55.0%). (Page 31)

Prescreening on College and University Campuses

Of 586 organizations responding to this question, 372 employers (63.0%) indicated that their organizations prescreened at colleges and universities where it was permitted last year. These figures reverse a decline in prescreening requests indicated last year but are comparable to a year earlier; as revealed in these data: 46.1% in 1987-88 and 65.5% in 1986-87. These statistics indicate that organizations are again exercising the pre-screening option on college campuses.

Employer catgories using prescreening most often were public utilities, including transportation (89.0%); chemicals, drugs, and allied products (83.0%); metals and metal products (83.0%); banking, finance, and insurance (81.0%); petroleum and allied products (80.0%); aerospace and components (79.0%); merchandising and retailing industries (79.0%); electronics and electrical equipment (75.0%); food and beverage processing (74.0%); diversified conglomerates (72.0%); accounting (71.0%); and automotive and mechanical equipment (71.0%). Following these were agribusiness (64.0%); glass, packaging, and allied products (64.0%); construction and building materials manufacturing (64.0%); printing, publishing, and informational services (62.0%); tire and rubber products (60.0%); hotels, motels, restaurants, and recreational facilities (59.0%); research and/or consulting services (59.0%); hospitals and health services (57.0%); the military (50.0%); educational institutions (38.0%); governmental administration (35.0%); and communication, including radio, TV, and newspapers (33.0%). (Page 33)

Recruitment Methods Used by Employers

The methods used most often by surveyed employers when recruiting new college graduates were on-campus interviewing (92.0%); referrals from current employees of their organizations (92.0%); job listings with placement offices (91.0%); write-ins (86.0%); referrals from college faculty and staff (81.0%); responses from want ads (79.0%); walk-ins (79.0%); summer employment (72.0%); internship programs (70.0%); referrals from campus organizations (67.0%); unsolicited referrals from placement offices (65.0%); minority career programs (59.0%); cooperative education programs (57.0%); resume books distributed by student clubs (54.0%); and recruitment at predominately Black colleges (50.0%).

Used less frequently were job listings with employment agencies (41.0%); women's career programs (40.0%); high demand major programs (31.0%); computer-generated resumes (24.0%); FAX resumes (23.0%); liberal arts career programs (21.0%); third-party interviewing (17.0%); contract recruiting (13.0%); contract college relations (9.0%); teleconferencing interviews (6.0%); employee leasing (6.0%); video interviews (4.0%); video resumes (3.0%); and interviewing via satellite (1.0%). (Pages 35-36)

Planned Implementation of New Recruitment Methods

Recruiting methods planned for implementation within organizations when recruiting new college graduates during the next five years include referrals from current employees of organizations (18.0%); on-campus interviewing

(18.0%); referrals from college faculty and staff (16.0%); job listings with placement offices (14.0%); minority career programs (9.0%); and internship programs (9.0%).

Not likely to be implemented within the next five years, if not already utilized by surveyed employers, are recruitment at predominately black colleges (-1.0%); cooperative education programs (-6.0%); referrals from campus organizations (-7.0%); women's career programs (-10.0%); FAX resumes (-17.0%); write-ins (-22.0%); computer-generated resumes (-28.0%); unsolicited referrals from placement offices (-29.0%); summer employment (-30.0%); video resumes (-33.0%); resume books distributed by student clubs (-33.0%); video interviews (-34.0%); high demand major programs (-35.0%); responses from want ads (-36.0%); teleconferencing interviews (-42.0%); liberal arts career programs (-47.0%); walk-ins (-49.0%); interviewing by satellite (-62.0%); employee leasing (-69.0%); contract college relations (-71.0%); job listings with employment agencies (-71.0%); third-party interviewing (-74.0%); or contract recruiting (-76.0%). (Pages 37-38)

Employer Recommendations for Improvement Of Education for College Students

Among most new college graduates interviewed by recruiters on college and university campuses, certain improvements are needed to make them more productive for work in business, industry, government, and education. Listed from areas needing the most improvement to those needing the least, the following recruiter recommendations were provided: written communication skills, decision-making skills, a positive attitude towards the work ethic, oral communication skills, judgement skills, maturity, well-developed work habits, interpersonal skills, adaptability, initiative, ability to get things done, well-defined career and work aspirations, problem-solving abilities, ability to accept responsibility, organizational abilities, flexibility, team player skills, tactical and strategic planning skills, diplomacy and tactfulness, and work experiences.

Continuing the list were ability to delegate, dependability, energy and ambition, motivational abilities, enthusiasm, innovative ideas, self-confidence and poise, ethics, perseverance, ability to be an example to others, technical expertise, assertiveness and aggressiveness, reliability, honesty and integrity, willingness to learn, courteousness, persuasion, marketing, sales abilities, budgeting abilities, general business skills, willingness to take extra assignments, entrepreneurial spirit, friendliness, suitable appearance, willingness to relocate, sociability, competitive abilities, campus leadership activities, interest in current events, sense of humor, willingness to continue education, willingness to travel, physical fitness, and foreign language competencies. (Pages 39-41)

Services and Assistance Provided to Dual-Career Couples

According to surveyed employers, selected services and assistance are provided to dual-career couples when one spouse is hired by an organization. *Almost always* offered are housing and apartment advice. *Sometimes* provided were contacts with local organizations, interviews within an organization for the spouse when appropriate, tours of local communities, and advice on resume distribution to other organizations. *Seldom* provided are market planning, scheduling of interviews with other organizations, consultation services, employment agency assistance, resume writing services, and day care facilities. (Page 42)

Relocation Expenses Reimbursed by Employers

Relocation expenses are *sometimes* reimbursed by surveyed organizations for new college hires. Listed according to those most often reimbursed, relocation expenses included transportation expenses, moving costs, house or apartment hunting trip, temporary housing allowance, expenses for dependents, and an incidental moving expenses allowance. (Page 43)

Remedies for Dropout Problems Among Minority High School and College Students

Minority populations continue to grow and will likely comprise more than 33 percent of the United States population by the 21st century. However, minority populations also face the highest dropout rates among high school and college students. These high dropout rates may cause serious problems in the labor market over the next several decades.

In response to this situation, surveyed employers are distributing literature among high school and college graduates regarding employment opportunities within their organizations, providing summer employment within their organizations for minorities, developing present employees through internal training programs, providing internships and cooperative education programs for minorities, encouraging organization representatives to visit high school and college classes, providing speakers for high school career programs, promoting greater visibility for minority employees already on their staffs, attending minority career fairs, and offering part-time positions for minorities.

Seldom are these organizations offering programs or training schools for special needs of minorities, organizing minority support groups, or awarding scholarships and grants for minorities. (Page 44)

Overall Job Market Ratings for New College Graduates

The opinions of surveyed employers were solicited for their views of this year's (1988-89) job market for new college graduates. A selective list of academic majors was used, and only categories normally hired by an organization were rated.

As the basis for ratings, the following definitions were used: **Excellent** - Many more positions than college graduates, **Very Good** - A few more positions than college graduates, **Good** - Approximately as many college graduates as positions, **Fair** - A few more college graduates than positions, and **Limited**- Many more college graduates than positions.

According to surveyed employers, both minority and women college graduates will face a very good overall job market. For other categories of new college graduates, the job market was rated as good: master's degree graduates, bachelor's degree graduates, MBA graduates, handicapper graduates, MBA graduates, and doctoral degree graduates. (Page 45)

According to surveyed employers, this year's (1988-89) overall job market for new college graduates by academic major, in order of demand, will be: Good - Accounting; advertising; chemical engineering; chemistry; civil engineering; computer science; education; electrical engineering; financial administration; general business administration; hotel, restaurant, and institutional management; industrial engineering; marketing/sales; mathematics; mechanical engineering; nursing; physics; and retailing.

Receiving ratings of fair were agriculture, chemistry, communications, geology, human ecology/home economics, journalism, liberal arts/humanities, natural resources, and personnel administration. (Pages 46-47)

Turnover of New College Graduates

According to surveyed employers, 10% of new college graduates with technical degrees have left their organizations during the last three years. Those organizations experiencing the highest turnover rates for technical graduates were electronics and electrical equipment (18.7%); aerospace and components (18.1%); hospitals and health services (17.9%); research and/or consulting services (17.4%); accounting (15.6%); diversified conglomerates (15.4%); banking, finance, and insurance (14.3%); and chemicals, drugs, and allied products (13.3%).

Employer categories with turnover rates of less than 10% for technical graduates during the last three years included governmental administration (9.6%); agribusiness (8.0%); food and beverage processing (8.0%); construction and building materials manufacturing (7.6%); hotels, motels, restaurants, and recreational facilities (7.3%); public utilities, including transportation (6.4%); printing, publishing, and informational services (5.4%); educational institutions (5.0%); tire and rubber products (4.6%); automotive and mechanical equipment (4.3%); the military (3.4%); petroleum and allied products (3.3%); glass, packaging, and allied products (3.2%); merchandising and retailing industries (3.2%); and metals and metal products (2.8%). (Pages 48-49)

New non-technical college hires left surveyed organizations at a rate of 13% during the last three years. Experiencing the highest turnover rates for non-technical graduates were service and volunteer organizations (45.0%); banking, finance, and insurance (28.9%); accounting (26.1%); merchandising and retailing industries (20.5%); hotels, motels, restaurants, and recreational facilities (18.6%); electronics and electrical equipment (17.1%); food and beverage processing (16.9%); research and/or consulting services (16.9%); hospitals and health services (16.4%); diversified conglomerates (14.7%); communication, including radio, TV, and newspapers (14.0%); aerospace and components (12.9%); governmental administration (12.5%); and glass, packaging, and allied products (10.5%).

Experiencing turnover rates of less than 10% for non-technical graduates were petroleum and allied products (9.1%); chemicals, drugs, and allied products (8.9%); educational institutions (8.0%); construction and building materials manufacturing (6.9%); printing, publishing, and informational services (6.8%); the military (6.6%); automotive and mechanical equipment (5.0%); metals and metal products (4.4%); public utilities, including transportation (4.0%); tire and rubber products (3.0%); and agribusiness (1.9%). (Pages 48-49)

Drug, Alcohol, and AIDS Testing

According to employers responding to this survey, drug testing of new college graduates was required by 32% of the organizations last year, an increase from 27% in 1987-88 and 20% using drug screening in 1986-87. However, presently 64% of the surveyed employers "never" require drug testing.

AIDS testing of new college graduates was required by 3% of the employers responding to this survey, an increase from 2% requiring AIDS testing last year.

Testing of new college graduates for alcohol levels was required by 14% of the survey respondents, an increase from 9% of the surveyed employers who were screening new college graduates for alcohol levels last year.

Of the organizations that do not currently screen job applicants for drug use, 6% intend to initiate a drug testing program within the next year, 12% within two years, and 23% within five years. Of the organizations not currently screening job applicants for AIDS, 1% intend to initiate an AIDS testing program within one year, 4% within two years, and 9% within five years. Of the organizations not currently screening job applicants for alcohol levels, 3% intend to initiate an alcohol testing program within one year, 6% within two years, and 12% within five years. (Page 50)

Which category best describes your organization, and how many SALARIED employees (excluding clerical staff) are on the payroll of your organization? Absolute frequencies are listed for each answer on the first line and percentages of totals on the second line. Responses are listed by EMPLOYER CATEGORY.

Employer Categories	Number of Salaried Employees						
	1-99	100-499	500-999	1000-4999	5000-9999	10,000+	TOTAL
ACCOUNTING	10 1.34	5 0.67	1 0.13	3 0.40	1 0.13	1 0.13	21 2.82
AEROSPACE & COMP	3 0.40	2 0.27	0 0.00	11 1.48	3 0.40	6 0.81	25 3.36
AGRIBUSINESS	5 0.67	3 0.40	3 0.40	3 0.40	0 0.00	0 0.00	14 1.88
AUTOMOTIVE AND M	4 0.54	9 1.21	2 0.27	5 0.67	3 0.40	4 0.54	27 3.62
BANKING, FINANCE	8 1.07	7 0.94	7 0.94	19 2.55	3 0.40	7 0.94	51 6.85
CHEMICALS, DRUGS	6 0.81	5 0.67	3 0.40	3 0.40	3 0.40	6 0.81	26 3.49
COMM (RADIO, TV,	0 0.00	3 0.40	1 0.13	0 0.00	0 0.00	0 0.00	4 0.54
CONSTRUCTION & B	11 1.48	9 1.21	3 0.40	[illegible] 0.81	1 0.13	2 0.27	32 4.30
EDUCATIONAL INST	9 1.21	40 5.37	27 3.62	40 5.37	8 1.07	3 0.40	127 17.05
ELECTR MACH & EQ	7 0.94	11 1.48	4 0.54	17 2.28	6 0.81	8 1.07	53 7.11
FOOD, BEVERAGE P	1 0.13	4 0.54	2 0.27	6 0.81	5 0.67	4 0.54	22 2.95
GLASS, PKG, & AL	6 0.81	3 0.40	2 0.27	2 0.27	1 0.13	0 0.00	14 1.88
GOVERNMENTAL ADM	11 1.48	7 0.94	2 0.27	11 1.48	7 0.94	3 0.40	41 5.50

Continued . . .

Employer Categories	Number of Salaried Employees						
	1-99	100-499	500-999	1000-4999	5000-9999	10,000+	TOTAL
HOSPITALS & HEAL	2	9	4	7	0	2	24
	0.27	1.21	0.54	0.94	0.00	0.27	3.22
HOTELS, MOTELS,	12	10	4	0	3	1	30
	1.61	1.34	0.54	0.00	0.40	0.13	4.03
MERCHANDISING &	8	11	2	7	2	5	35
	1.07	1.48	0.27	0.94	0.27	0.67	4.70
METALS & METAL P	7	6	3	3	1	1	21
	0.94	0.81	0.40	0.40	0.13	0.13	2.82
MILITARY SERVICE	0	0	0	1	0	3	4
	0.00	0.00	0.00	0.13	0.00	0.40	0.54
PETROLEUM & ALLI	1	5	1	3	1	3	14
	0.13	0.67	0.13	0.40	0.13	0.40	1.88
PRINTING, PUBL &	5	11	0	2	0	2	20
	0.67	1.48	0.00	0.27	0.00	0.27	2.68
PUBLIC UTILITIES	3	7	13	27	5	3	58
	0.40	0.94	1.74	3.62	0.67	0.40	7.79
RESEARCH & CONSU	6	15	7	14	0	1	43
	0.81	2.01	0.94	1.88	0.00	0.13	5.77
SERVICE & VOLUNT	4	2	1	3	0	1	11
	0.54	0.27	0.13	0.40	0.00	0.13	1.48
TIRE & RUBBER PR	0	2	0	1	0	2	5
	0.00	0.27	0.00	0.13	0.00	0.27	0.67
DIVERSIFIED CONG	2	2	3	7	1	8	23
	0.27	0.27	0.40	0.94	0.13	1.07	3.09
TOTAL	131	188	95	201	54	76	745
	17.58	25.23	12.75	26.98	7.25	10.20	100.00

Observations: Responses to the 1988-89 Recruiting Trends survey were received from 745 employers representing businesses, industries, governmental agencies, and educational institutions. Organizations with 10,000 or more employees represented 10.20% of the respondents; those with 5,000 to 9,999 employees were 7.25% of the respondents; and organizations with 1,000 to 4,999 employees represented 26.98% of the respondents. Organizations with 500 to 999 employees were represented by 12.75% of the respondents, those with 100 to 499 employees by 25.23% of the respondents, and those with 1 to 99 employees by 17.58% of the respondents.

These numbers display the diversity of employers included in this survey.

Which category best describes your organization, and how many SALARIED employees (excluding clerical staff) are on the payroll of your organization? Absolute frequencies are listed for each answer on the first line and percentages of totals on the second line. Responses are listed for each EMPLOYER GROUP.

Employer Group	Number of Salaried Employees 1-99	100-499	500-999	1000-4999	5000-9999	10.000+	TOTAL
INDUSTRY & MANUF	50	60	19	69	29	46	273
	6.71	8.05	2.55	9.26	3.89	6.17	36.64
	18.32	21.98	6.96	25.27	10.62	16.85	
	38.17	31.91	20.00	34.33	53.70	60.53	
BUSINESS	30	21	14	28	5	9	107
	4.03	2.82	1.88	3.76	0.67	1.21	14.36
	28.04	19.63	13.08	26.17	4.67	8.41	
	22.90	11.17	14.74	13.93	9.26	11.84	
SERVICE	39	53	30	54	11	13	200
	5.23	7.11	4.03	7.25	1.48	1.74	26.85
	19.50	26.50	15.00	27.00	5.50	6.50	
	23.77	28.19	31.58	26.87	20.37	17.11	
GOVERNMENT	3	14	5	10	1	5	38
	0.40	1.88	0.67	1.34	0.13	0.67	5.10
	7.89	36.84	13.16	26.32	2.63	13.16	
	2.29	7.45	5.26	4.98	1.85	6.58	
EDUCATION	9	40	27	40	8	3	127
	1.21	5.37	3.62	5.37	1.07	0.40	17.05
	7.09	31.50	21.26	31.50	6.30	2.36	
	6.87	21.28	28.42	19.90	14.81	3.95	
TOTAL	131	188	95	201	54	76	745
	17.58	25.23	12.75	26.98	7.25	10.20	100.00

Observations: Of the 745 employers responding to this year's survey, 36.6% were industries and manufacturing organizations, 14.4% businesses, 26.9% service organizations, 5.1% governmental agencies and military services, and 17.1% educational institutions.

How many SALARIED employees (excluding clerical staff) are on the payroll of your organization in OVERSEAS LOCATIONS? Responses are listed by EMPLOYER CATEGORY.

	1-99	100-499	500-999	1000-4999	5000-9999	10000+	OVER-SEA TOTAL	NONE OVER-SEA
	N	N	N	N	N	N	N	N
.....EMPLOYER CATEGORIES								
ACCOUNTING	1	0	0	1	0	1	3	15
AEROSPACE	8	5	1	1	0	0	15	8
AGRIBUSINESS	1	0	0	0	0	0	1	13
AUTOMOTIVE	7	1	2	1	1	2	14	9
BANKING FIN	3	5	0	1	2	1	12	31
CHEMICALS	9	1	0	0	3	4	17	8
COMMUNICATION	0	0	0	1	0	0	1	1
CONSTRUCTION	4	3	0	2	0	0	9	20
EDUCATION	2	1	0	1	0	0	4	111
ELECTR MACH	17	5	1	3	3	5	34	14
FOOD PROCESSING	7	0	1	2	0	3	13	7
PACKAGING	4	1	0	0	1	0	6	8
GOVERNMENT	6	3	0	0	0	0	9	31
HOSPITALS	1	2	0	1	0	1	5	18
HOTELS MOTELS	0	1	0	0	0	0	1	25
MERCHANDISING	4	0	0	1	0	0	5	26
METALS PRODS	5	4	0	0	0	0	9	9
MILITARY	0	0	0	0	1	2	3	1
PETROLEUM	1	0	2	1	0	1	5	8
PRINTING PUBL	2	3	0	0	0	0	5	15
UTILITIES	3	0	1	0	1	0	5	47
RESEARCH	9	4	0	1	0	0	14	22
SERV VOL ORGS	2	0	0	1	0	0	3	4
TIRE RUBBER	2	0	1	0	0	1	4	1
CONGLOMERATES	8	1	0	4	0	4	17	2
OVERALL TOTALS	106	40	9	22	12	25	214	454

Observations: Of the 454 employers responding, 214 organizations (47.1%) had some salaried employees in overseas locations. Of these employers, 106 (23.3%) had 1 to to 99 employees overseas, 40 (8.8%) had 100 to 499 employees overseas, 9 (2.0%) had 500 to 999 employees overseas, 22 (4.8%) had 1,000 to 4,999 employees overseas, 12 (2.6%) had 5,000 to 9,999 employees overseas, and 25 (5.5%) had more than 10,000 employees overseas.

In the LAST YEAR (1987-88), what change occurred in the number of SALARIED employees working for your organization, and this year (1988-89), what change do you anticipate in the number of SALARIED employees working for your organization? Responses are listed by EMPLOYER CATEGORY.

	CHANGE LAST YEAR		CHANGE THIS YEAR	
	N	MEAN	N	MEAN
EMPLOYER CATEGORIES				
ACCOUNTING	18	0.50	18	5.17
AEROSPACE	21	3.10	21	2.24
AGRIBUSINESS	14	2.93	13	2.23
AUTOMOTIVE	22	-2.18	22	-1.68
BANKING FIN	38	3.42	40	5.22
CHEMICALS	25	2.08	26	2.15
COMMUNICATION	2	-8.00	2	0.00
CONSTRUCTION	28	2.57	29	1.31
EDUCATION	109	1.26	110	0.41
ELECTR MACH	43	-1.60	46	3.33
FOOD PROCESSING	18	5.56	18	4.17
PACKAGING	13	0.92	13	3.69
GOVERNMENT	35	1.23	33	1.00
HOSPITALS	17	2.41	20	1.85
HOTELS MOTELS	25	9.44	25	7.40
MERCHANDISING	31	1.16	31	1.23
METALS PRODS	19	1.32	18	1.22
MILITARY	4	1.00	4	0.50
PETROLEUM	12	-0.42	12	1.17
PRINTING PUBL	19	10.53	18	5.17
UTILITIES	47	-0.40	45	-0.69
RESEARCH	35	7.69	32	6.03
SERV VOL ORGS	7	3.29	6	2.83
TIRE RUBBER	5	-3.60	5	0.80
CONGLOMERATES	18	-1.50	19	-0.61
OVERALL TOTALS	625	2.07	625	2.16

Observations: Employers were surveyed on this question since hiring intentions of prospective employers might be influenced by changes in numbers of salaried employees working for their organizations last year. Employers responding to this year's survey reported a net increase of 2.16% in numbers of salaried employees working for their organizations last year. This compared to an increase of 2.3% found in 1986-87, 1.6% found in 1985-86, 1.7% found in 1984-85, and 1.5% found in 1983-84. Over the last five years, many of the surveyed employers have slighty increased the numbers of salaried employees working for their organizations.

Last year (1987-88), some significant increases in the number of salaried employees occured. Those organizations with high increases were found in the following employment areas: printing, publishing, and informational services (10.5%); hotels, motels, restaurants, and recreational facilities (9.4%); research and/or consulting services (7.7%); food and beverage processing (5.6%); banking, finance, and insurance (3.4%); service and volunteer organizations (3.3%); and aerospace and components (3.1%).

This year (1988-89), employment areas expecting significant increases in the number of salaried employees are hotels, motels, restaurants, and recreational facilities (7.4%); research and/or consulting services (6.0%); banking, finance, and insurance (5.2%); accounting (5.2%); printing, publishing, and informational services (5.2%); food and beverage processing (4.2%); glass, packaging, and allied products (3.7%); and electronics and electrical equipment (3.3%).

In the LAST YEAR (1987-88), what change occurred in the number of SALARIED employees working for your organization, and this year (1988-89), what change do you anticipate in the number of SALARIED employees working for your organization? Responses are listed by GEOGRAPHIC REGION.

	CHANGE LAST YEAR		CHANGE THIS YEAR	
	N	MEAN	N	MEAN
GEOGRAPHICAL REGIONS				
NORTHEAST	111	1.7	110	1.5
SOUTHEAST	53	3.6	53	4.7
NORTHCENTRAL	310	2.1	309	1.8
SOUTHCENTRAL	57	1.0	59	3.0
NORTHWEST	26	2.4	27	3.3
SOUTHWEST	61	2.4	60	1.7
OVERALL TOTALS	618	2.1	618	2.2

Observations: Last year, the overall change in number of salaried employees was an increase of approximately 2.07%. The largest increases were reported in the southeastern region (3.6%), northwestern region (2.4%), and the southwestern region (2.4%). This year, an increase of 2.2% was anticipated overall. The largest gains in salaried employees this year are anticipated in the southeast (4.7%), the northwestern region (3.3%), and the southcentral region (3.0%).

Responses are listed by EMPLOYER SIZE.

	CHANGE LAST YEAR		CHANGE THIS YEAR	
	N	MEAN	N	MEAN
EMPLOYER SIZE				
1-99	116	3.4	111	3.4
100-499	165	2.7	168	2.5
500-999	77	2.9	78	3.7
1000- 4999	165	1.3	164	1.0
5000- 9999	40	0.8	42	1.4
10,000+	63	-0.1	63	0.8
OVERALL TOTALS	626	2.1	626	2.2

Observations: Last year, the greatest increases in the number of salaried employees occurred for employers with 1 to 99 employees (3.4%), 100 to 499 employees (2.7%), 500 to 999 employees (2.9%), 1,000 to 4,999 employees (1.3%), and those with 5,000 to 9,999 employees (0.8%). A slight decrease was reported by employers with 10,000 or more employees (-0.1%). This year, this same general pattern is expected to prevail.

How many new college graduates were hired by your organization last year (1987-88) for professional positions, and how many do you expect to hire this year (1988-89)? Responses are listed by EMPLOYER CATEGORY.

	NUMBER OF NEW HIRES LAST YEAR			ANTICIPATED NEW HIRES THIS YEAR			% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	%
EMPLOYER CATEGORIES							
ACCOUNTING	18	1,782	99.00	18	1,875	104.17	5.2
AEROSPACE	23	3,572	155.30	23	3,969	172.57	11.1
AGRIBUSINESS	13	177	13.62	13	167	12.85	-5.6
AUTOMOTIVE	23	2,056	89.39	23	1,988	86.43	-3.3
BANKING FIN	44	4,161	94.57	44	3,823	86.89	-8.1
CHEMICALS	26	4,228	162.62	26	4,745	182.50	12.2
COMMUNICATION	2	33	16.50	1	3	3.00	-81.8
CONSTRUCTION	31	444	14.32	29	463	15.97	11.5
EDUCATION	113	9,633	85.25	112	9,030	80.63	-5.4
ELECTR MACH	50	8,873	177.46	49	9,331	190.43	7.3
FOOD PROCESSING	19	3,984	209.68	19	4,138	217.79	3.9
PACKAGING	14	84	6.00	14	88	6.29	4.8
GOVERNMENT	36	5,645	156.81	36	6,132	170.33	8.6
HOSPITALS	20	4,944	247.20	20	4,935	246.75	-0.2
HOTELS MOTELS	26	393	15.12	26	651	25.04	65.6
MERCHANDISING	31	3,119	100.61	30	2,900	96.67	-3.9
METALS PRODS	19	226	11.89	19	212	11.16	-6.2
MILITARY	3	2,560	853.33	3	2,575	858.33	0.6
PETROLEUM	13	1,125	86.54	12	1,562	130.17	50.4
PRINTING PUBL	19	450	23.68	20	502	25.10	6.0
UTILITIES	50	1,790	35.80	50	1,728	34.56	-3.5
RESEARCH	39	1,167	29.92	39	1,298	33.28	11.2
SERV VOL ORGS	7	799	114.14	7	816	116.57	2.1
TIRE RUBBER	5	233	46.60	5	246	49.20	5.6
CONGLOMERATES	19	4,673	245.95	18	4,319	239.94	-2.4
OVERALL TOTALS	663	66,151	99.78	656	67,496	102.89	3.1

(Continued)

Continued . . .

Observations: Last year, hiring of new college graduates among surveyed employers totaled 66,151. The employer categories hiring the most new college graduates included educational institutions (9,633); electronics and electrical equipment (8,873); governmental administration (5,645); hospitals and health services (4,944); diversified conglomerates (4,673); chemicals, drugs, and allied products (4,228); banking, finance, and insurance (4,161); food and beverage processing (3,984); aerospace and components (3,572); merchandising and retailing industries (3,119); and the military (2,560).

Numbers of new college graduates hired by other employer categories this year were automotive and mechanical equipment (2,056); public utilities (including transportation) (1,790); accounting (1,782); research and/or consulting services (1,167); petroleum and allied products (1,125); service and volunteer organizations (799); printing, publishing, and informational services (450); construction and building materials manufacturing (444); hotels, motels, restaurants, and recreational facilities (393); tire and rubber products (233); metals and metal products (226); agribusiness (177); glass, packaging, and allied products (84); and communication including radio, TV, and newspapers (33).

This year, hiring among surveyed employers is expected to total 67,496 new college graduates, and the employer categories expecting to hire the greatest numbers were electronics and electrical equipment (9,331); educational institutions (9,030); governmental administration (6,132); hospitals and health services (4,935); chemicals, drugs, and allied products (4,745); diversified conglomerates (4,319); food and beverage processing (4,138); aerospace and components (3,969); and banking, finance, and insurance (3,823).

Numbers of new college graduates hired by other employer categories this year were merchandising and retailing industries (2,900); the military (2,575); automotive and mechanical equipment (1,988); accounting (1,875); public utilities (including transportation) (1,728); petroleum and allied products (1,562); research and/or consulting services (1,298); service and volunteer organizations (816); hotels, motels, restaurants, and recreational facilities (651); printing, publishing, and informational services (502); construction and building materials manufacturing (463); tire and rubber products (246); metals and metal products (212); agribusiness (167); glass, packaging, and allied products (88); and communication including radio, TV, and newspapers (3).

Employer categories with the greatest percentage change in numbers of new college graduates hired last year compared to anticipated number hired this year were hotels, motels, restaurants, and recreational facilities (65.6%); petroleum and allied products (50.4%). Increases were also anticipated by chemicals, drugs, and allied products (12.2%); construction and building materials manufacturing (11.5%); research and/or consulting services (11.2%); aerospace and components (11.1%); governmental administration (8.6%); electronics and electrical equipment (7.3%); printing, publishing, and informational services (6.0%); tire and rubber products (5.6%); accounting (5.2%); glass, packaging, and allied products (4.8%); food and beverage processing (3.9%); service and volunteer organizations (2.1%); and the military (0.6%).

Decreases in hiring quotas are expected by hospitals and health services (-0.2%); diversified conglomerates (-2.4%); automotive and mechanical equipment (-3.3%); public utilities (including transportation) (-3.5%); merchandising and retailing industries (-3.9%); educational institutions (-5.4%); agribusiness (-5.6%); metals and metal products (-6.2%); banking, finance, and insurance (-8.1%); and communication, including radio, TV, and newspapers (-81.8%).

How many new college graduates were hired by your organization last year (1987-88) for professional positions, and how many do you expect to hire this year (1988-89)? Responses are listed by EMPLOYER SIZE.

	NUMBER OF NEW HIRES LAST YEAR			ANTICIPATED NEW HIRES THIS YEAR			% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	%
EMPLOYER SIZES							
1-99	123	1,322	10.75	122	1,377	11.29	5.0
100-499	174	3,160	18.16	171	3,063	17.91	-1.4
500-999	82	5,514	67.24	82	5,837	71.18	5.9
1000- 4999	176	13,849	78.69	174	14,312	82.25	4.5
5000- 9999	44	6,593	149.84	44	6,786	154.23	2.9
10,000+	64	35,713	558.02	63	36,121	573.35	2.7
OVERALL TOTALS	663	66,151	99.78	656	67,496	102.89	3.1

Observations: According to surveyed employers, an overall increase of 3.1% is anticipated in numbers of new hires this year compared to last year. Quotas for employers are expected to vary by size of organization. Sizes of organizations with increases include employers with 1 to 99 employees (5.0%), employers with 500 to 999 employees (5.9%), employers with 1,000 to 4,999 employees (4.5%), employers with 5,000 to 9,999 employees (2.9%), and employers with 10,000 or more employees (2.7%). Employer sizes expecting decreases are organizations with 100 to 499 employees (-1.4%).

Responses listed by GEOGRAPHICAL REGION.

	NUMBER OF NEW HIRES LAST YEAR			ANTICIPATED NEW HIRES THIS YEAR			% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	%
GEOGRAPHICAL REGIONS							
NORTHEAST	121	13,626	112.6	118	15,127	128.2	13.8
SOUTHEAST	54	4,642	86.0	55	4,779	86.9	1.1
NORTHCENTRAL	330	29,521	89.5	327	28,538	87.3	-2.4
SOUTHCENTRAL	58	8,814	152.0	58	10,328	178.1	17.2
NORTHWEST	28	1,302	46.5	27	1,250	46.3	-0.4
SOUTHWEST	65	7,902	121.6	64	7,164	111.9	-7.9
OVERALL TOTALS	656	65,807	100.3	649	67,186	103.5	3.2

Observations: Hiring quotas for employers are also expected to vary by geographical region. Expecting increases in hiring quotas are employers in the southcentral region of the United States (17.2%), the northeastern region (13.8%), and the southeastern region (1.1%). Decreases are expected by employers in the northwestern region (-0.4%), the northcentral region (-2.4%), and the southwestern region (-7.9%).

- How many new college graduates hired by your organization last year (1987-88) were women? Responses are listed by EMPLOYER SIZE.

	NUMBER OF WOMEN HIRED LAST YEAR				NUMBER OF NEW HIRES LAST YEAR
EMPLOYER CATEGORIES	NUMBER OF EMPLOY-ERS	TOTAL HIRED	MEAN	PERCENT OF TOTAL	TOTAL HIRED
ACCOUNTING	16	841	53	47.19	1,782
AEROSPACE	19	659	35	18.45	3,572
AGRIBUSINESS	11	40	4	22.60	177
AUTOMOTIVE	16	333	21	16.20	2,056
BANKING FIN	35	1,140	33	27.40	4,161
CHEMICALS	19	559	29	13.22	4,228
COMMUNICATION	1	3	3	9.09	33
CONSTRUCTION	25	87	3	19.59	444
EDUCATION	74	4,878	66	50.64	9,633
ELECTR MACH	35	1,287	37	14.50	8,873
FOOD PROCESSING	17	2,393	141	60.07	3,984
PACKAGING	8	19	2	22.62	84
GOVERNMENT	19	1,798	95	31.85	5,645
HOSPITALS	17	2,283	134	46.18	4,944
HOTELS MOTELS	20	142	7	36.13	393
MERCHANDISING	17	1,051	62	33.70	3,119
METALS PRODS	11	45	4	19.91	226
MILITARY	2	350	175	13.67	2,560
PETROLEUM	9	334	37	29.69	1,125
PRINTING PUBL	9	98	11	21.78	450
UTILITIES	43	725	17	40.50	1,790
RESEARCH	30	328	11	28.11	1,167
SERV VOL ORGS	5	99	20	12.39	799
TIRE RUBBER	4	67	17	28.76	233
CONGLOMERATES	10	505	51	10.81	4,673
OVERALL TOTALS	472	20,064	43	30.33	66,151

Observations: Employer categories with the highest percentages of women among new hires last year were food and beverage processing (60.1%); educational institutions (50.6%); accounting (47.2%); hospitals and health services (46.2%); public utilities, including transportation (40.5%); hotels, motels, restaurants, and recreational facilities (36.1%); merchandising and retailing industries (33.7%); governmental administration (31.9%); petroleum and allied products (29.7%); tire and rubber products (28.8%); research and/or consulting services (28.1%); and banking, finance, and insurance (27.4%).

How many new college graduates hired by your organization last year (1987-88) were minorities? Responses are listed by EMPLOYER CATEGORY.

	NUMBER OF MINORITIES HIRED LAST YEAR				NUMBER OF NEW HIRES LAST YEAR
	NUMBER OF EMPLOY-ERS	TOTAL HIRED	MEAN	PERCENT OF TOTAL	TOTAL HIRED
EMPLOYER CATEGORIES					
ACCOUNTING	9	146	16	8.19	1,782
AEROSPACE	14	551	39	15.43	3,572
AGRIBUSINESS	5	8	2	4.52	177
AUTOMOTIVE	13	200	15	9.73	2,056
BANKING FIN	27	326	12	7.83	4,161
CHEMICALS	13	297	23	7.02	4,228
COMMUNICATION	1	1	1	3.03	33
CONSTRUCTION	11	62	6	13.96	444
EDUCATION	71	1,992	28	20.68	9,633
ELECTR MACH	27	451	17	5.08	8,873
FOOD PROCESSING	15	1,166	78	29.27	3,984
PACKAGING	4	6	2	7.14	84
GOVERNMENT	14	314	22	5.56	5,645
HOSPITALS	13	694	53	14.04	4,944
HOTELS MOTELS	9	64	7	16.28	393
MERCHANDISING	14	429	31	13.75	3,119
METALS PRODS	7	16	2	7.08	226
MILITARY	1	150	150	5.86	2,560
PETROLEUM	5	189	38	16.80	1,125
PRINTING PUBL	5	44	9	9.78	450
UTILITIES	33	348	11	19.44	1,790
RESEARCH	22	116	5	9.94	1,167
SERV VOL ORGS	4	108	27	13.52	799
TIRE RUBBER	2	51	26	21.89	233
CONGLOMERATES	7	433	62	9.27	4,673
OVERALL TOTALS	346	8,162	24	12.34	66,151

Observations: Employer categories with the highest percentages of minorities among new hires last year were food and beverage processing (29.3%); tire and rubber products (21.9%); educational institutions (20.7%); public utilities, including transportation (19.4%); petroleum and allied products (16.8%); hotels, motels, restaurants, and recreational facilities (16.3%); aerospace and components (15.4%); construction and building materials manufacturing (14.0%); hospitals and health services (14.0%); merchandising and retailing industries (13.8%); service and volunteer organizations (13.5%); and research and/or consulting services (9.9%).

Among the new college graduates hired by your organization last year (1987-88), what percentage were from traditional liberal arts majors (English, history, languages, etc.)? Responses are listed by EMPLOYER CATEGORY.

	PERCENT OF LIBERAL ARTS	
	N	MEAN
EMPLOYER CATEGORIES		
ACCOUNTING	17	1.5
AEROSPACE	22	0.5
AGRIBUSINESS	10	0.2
AUTOMOTIVE	17	1.6
BANKING FIN	38	14.6
CHEMICALS	22	2.2
COMMUNICATION	2	42.5
CONSTRUCTION	25	1.0
EDUCATION	95	29.9
ELECTR MACH	43	4.0
FOOD PROCESSING	19	10.4
PACKAGING	8	9.9
GOVERNMENT	27	5.1
HOSPITALS	19	3.1
HOTELS MOTELS	23	4.2
MERCHANDISING	25	10.1
METALS PRODS	12	3.9
MILITARY	4	12.5
PETROLEUM	10	1.2
PRINTING PUBL	12	5.9
UTILITIES	44	2.7
RESEARCH	35	6.1
SERV VOL ORGS	5	11.4
TIRE RUBBER	5	0.4
CONGLOMERATES	16	4.4
OVERALL TOTALS	555	9.5

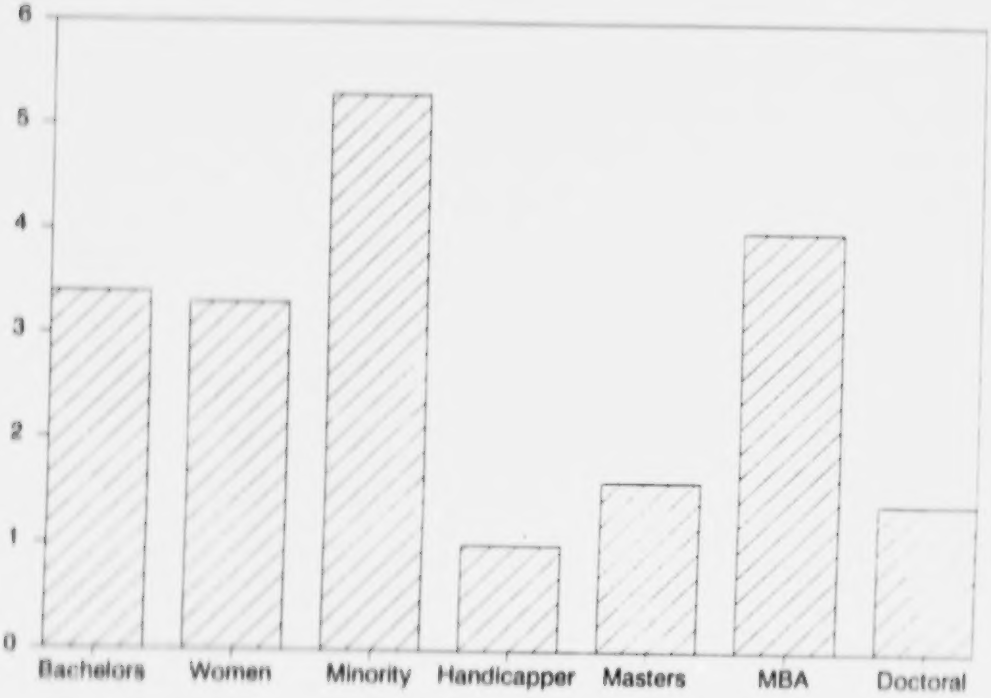
Observations: Among new college graduates hired last year (1987-88) by surveyed employers, approximately 9.5% were from traditional liberal arts majors (English, history, languages, etc.). Percentages of liberal arts majors hired by surveyed employers were communication including radio, TV, and newspapers (42.5%); educational institutions (29.9%); banking, finance, and insurance (14.6%); the military (12.5%); service and volunteer organizations (11.4%); food and beverage processing (10.4%); merchandising and retailing industries (10.1%); glass, packaging, and allied products (9.9%); research and/or consulting services (6.1%); printing, publishing, and informational services (5.9%); governmental administration (5.1%); diversified conglomerates (4.4%); hotels, motels, restaurants, and recreational facilities (4.2%); electronics and electrical equipment (4.0%); metals and metal products (3.9%); hospitals and health services (3.1%); public utilities, including transportation (2.7%); chemicals, drugs, and allied products (2.2%); automotive and mechanical equipment (1.6%); accounting (1.5%); petroleum and allied products (1.2%); construction and building materials manufacturing (1.0%); aerospace and components(0.5%); tire and rubber products (0.4%); and agribusiness (0.2%).

This year (1988-89), what changes does your organization anticipate n the hiring of new college graduates? Responses are listed by TYPES OF GRADUATES.

	TOTAL	
	N	MEAN
.....TYPES OF GRADUATES		
BACHELORS GRADUATES	469	3.4
WOMEN GRADUATES	439	3.3
MINORITY GRADUATES	419	5.3
HANDICAPPER GRADUATES	345	1.0
MASTER GRADUATES	314	1.6
MBA GRADUATES	245	4.0
DOCTORAL GRADUATES	187	1.4

Observations: During the 1988-89 recruiting year, surveyed employers expect to hire more minority graduates (5.3%), MBA graduates (4.0%), bachelor's graduates (3.4%), and women graduates (3.3%). Hiring is expected to increase only slightly for master's graduates (1.6%), doctoral degree graduates (1.4%), and handicapper graduates (1.0%).

Types of Graduates



This year (1988-89), what changes does your organization anticipate in the hiring of new college graduates? Responses are listed for each ACADEMIC MAJOR at the bachelor's degree level.

	TOTAL	
	N	MEAN
.....ACADEMIC MAJORS		
AGRICULTURE	76	2.9
NATURAL RESOURCES	62	-0.2
ACCOUNTING	292	2.7
FINANCIAL ADMIN	219	3.9
GEN BUS ADMIN	242	3.0
HOTEL REST INST MGT	76	6.2
MARKETING/SALES	227	4.6
PERSONNEL	201	0.6
ADVERTISING	117	0.1
COMMUNICATIONS	142	-0.8
JOURNALISM	109	0.2
TELECOMMUNICATION	106	3.4
EDUCATION	170	0.0
CHEMICAL ENGR	132	1.1
CIVIL ENGR	128	2.2
COMPUTER SCIENCE	237	3.4
ELECTRICAL ENGR	208	4.8
INDUSTRIAL ENGR	159	1.6
MECHANICAL ENGR	221	3.8
HUMAN ECOL/HOME ECONOMICS	69	0.0
LIBERAL ARTS/ARTS/LETTERS	164	1.3
CHEMISTRY	132	2.1
GEOLOGY	79	0.3
MATHEMATICS	151	0.5
PHYSICS	108	1.2
NURSING	86	1.8
RETAILING	77	0.3
SOCIAL SCIENCES	115	0.3

Observations: Overall, surveyed employers expect to hire about 3.4% more bachelor's degree graduates this year (1988-89). However, changes in demand for individual academic majors will vary considerably.

The greatest increases in demand will be experienced by majors in hotel, restaurant, and institutional management (6.2%); electrical engineering (4.8%); marketing/sales (4.6%); financial administration (3.9%); mechanical engineering (3.8%); computer science (3.4%); telecommunications (3.4%); general business administration (3.0%); agriculture (2.9%); accounting (2.7%); civil engineering (2.2%); and chemistry (2.1%).

Only slight increases in demand are expected for nursing (1.8%); industrial engineering (1.6%); liberal arts/ humanities (1.3%); physics (1.2%); chemical engineering (1.1%); personnel administration (0.6%); mathematics (0.5%); retailing (0.3%); geology (0.3%); social science (0.3%); journalism (0.2%); and advertising (0.1%).

Majors with no change anticipated or decreases in demand will be human ecology/ home economics (0.0%); education (0.0%); natural resources (-0.2%); and communications (-0.8%).

What was the average annual starting salary pai your organization to new bachelor's degree graduates hired last year (19 1988), and what average annual starting salary do you expect to offer new bachelor's degree graduates hired by your organization this year (1988-1989)? Responses are listed for each EMPLOYER CATEGORY.

	STARTING SALARY LAST YEAR		ANTICIPATED STARTING SALARY THIS YEAR		% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	AVERAGE	NUMBER OF EMPLOYER	AVERAGE	%
EMPLOYER CATEGORIES					
ACCOUNTING	17	$22,501	17	$23,145	2.9
AEROSPACE	20	$28,885	20	$29,403	1.8
AGRIBUSINESS	10	$19,770	11	$20,520	3.8
AUTOMOTIVE	18	$27,107	16	$27,800	2.6
BANKING FIN	38	$21,053	34	$21,981	4.4
CHEMICALS	18	$26,818	16	$27,756	3.5
COMMUNICATION	2	$17,500	2	$17,500	0.0
CONSTRUCTION	24	$24,586	23	$25,250	2.7
EDUCATION	108	$19,096	105	$20,002	4.7
ELECTR MACH	42	$26,781	43	$27,412	2.4
FOOD PROCESSING	18	$23,422	18	$24,411	4.2
PACKAGING	9	$26,000	9	$25,944	-0.2
GOVERNMENT	30	$20,406	27	$21,064	3.2
HOSPITALS	19	$22,101	17	$23,022	4.2
HOTELS MOTELS	22	$18,430	22	$19,009	3.1
MERCHANDISING	22	$20,075	24	$21,054	4.9
METALS PRODS	12	$26,183	12	$27,183	3.8
MILITARY	4	$22,750	4	$23,875	4.9
PETROLEUM	11	$26,550	11	$27,557	3.8
PRINTING PUBL	13	$21,215	12	$21,858	3.0
UTILITIES	45	$26,845	43	$27,705	3.2
RESEARCH	35	$24,223	34	$25,373	4.7
SERV VOL ORGS	7	$20,836	6	$21,917	5.2
TIRE RUBBER	4	$29,632	4	$30,838	4.1
CONGLOMERATES	14	$24,719	14	$25,869	4.7
OVERALL TOTALS	562	$22,980	544	$23,810	3.6

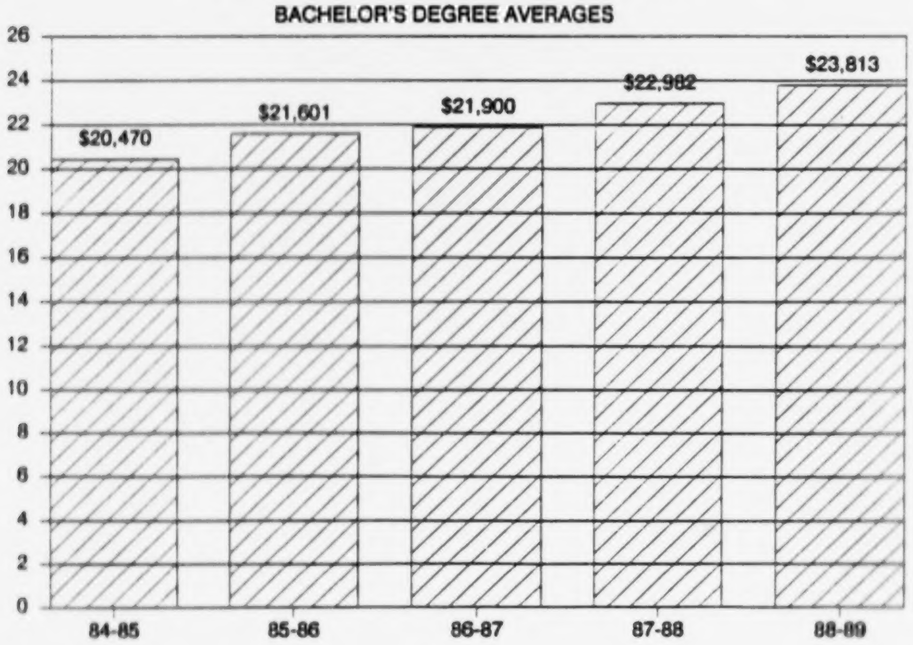
Continued . . .

Observations: The average annual starting salary expected for bachelor's degree graduates in 1988-89 is $23,810, an increase of $830 (3.5%) over last year's average starting salary of $22,980. Employer categories with the greatest average annual starting salaries are tire and rubber products ($30,838); aerospace and components ($29,403); automotive and mechanical equipment ($27,800); chemicals, drugs, and allied products ($27,756); public utilities, including transportation ($27,705); petroleum & allied products ($27,557); electronics and electrical equipment ($27,412); and metals and metal products ($27,183).

Average annual starting salaries for other employer categories included glass, packaging, and allied products ($25,944); diversified conglomerates ($25,869); research and/or consulting services ($25,373); construction and building materials manufacturing ($25,250); food and beverage processing ($24,411); the military ($23,875); accounting ($23,145); hospitals and health services ($23,022); banking, finance, and insurance ($21,981); service and volunteer organizations ($21,917); printing, publishing, and informational services ($21,858); governmental administration ($21,064); merchandising and related services including retailing industries ($21,054); agribusiness ($20,520); educational institutions ($20,002); hotels, motels, restaurants, and recreational facilities ($19,009); and communication-- radio, TV, and newspapers ($17,500).

The employer categories expecting the greatest percentage of increase in starting salaries from last year (1987-1988) to this year (1988-1989) are service and volunteer organizations (5.2%); merchandising and related services including retailing industries (4.9%); the military (4.9%); diversified conglomerates (4.7%); educational institutions (4.7%); research and/or consulting services (4.7%); banking, finance, and insurance (4.4%); hospitals and health services (4.2%); food and beverage processing (4.2%); tire and rubber products (4.1%); and agribusiness (3.8%).

ANNUAL STARTING SALARY



What was the average annual starting salary paid by your organization to new bachelor's degree graduates hired last year (1987-1988), and what average annual starting salary do you expect to offer new bachelor's degree graduates hired by your organization this year (1988-1989)? Responses are listed by EMPLOYER SIZE.

	STARTING SALARY LAST YEAR		ANTICIPATED STARTING SALARY THIS YEAR		% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	AVERAGE	NUMBER OF EMPLOYER	AVERAGE	%
EMPLOYER SIZES					
1-99	75	$21,532	9	$21,885	1.6
100-499	144	$21,584	14	$22,464	4.1
500-999	75	$22,591	[illegible]	$23,535	4.2
1000- 4999	163	$23,899	158	$24,844	4.0
5000- 9999	43	$24,699	43	$25,448	3.0
10,000+	60	$24,835	57	$25,665	3.3
OVERALL TOTALS	560	$22,973	542	$23,804	3.6

Observations: The average annual starting salary for a new bachelor's degree graduate is influenced by the size of an organization. The lowest starting salaries this year are expected from organizations with 1-99 employees ($21,885), and the highest starting salaries are expected from organizations employing 10,000 or more employees ($25,665). The largest increase in starting salaries are expected from employers with 500 to 999 employees (4.2%), employers with 100-499 employees (4.1%), and employers with 1,000 to 4,999 employees (4.0%).

Responses are listed by GEOGRAPHICAL REGIONS.

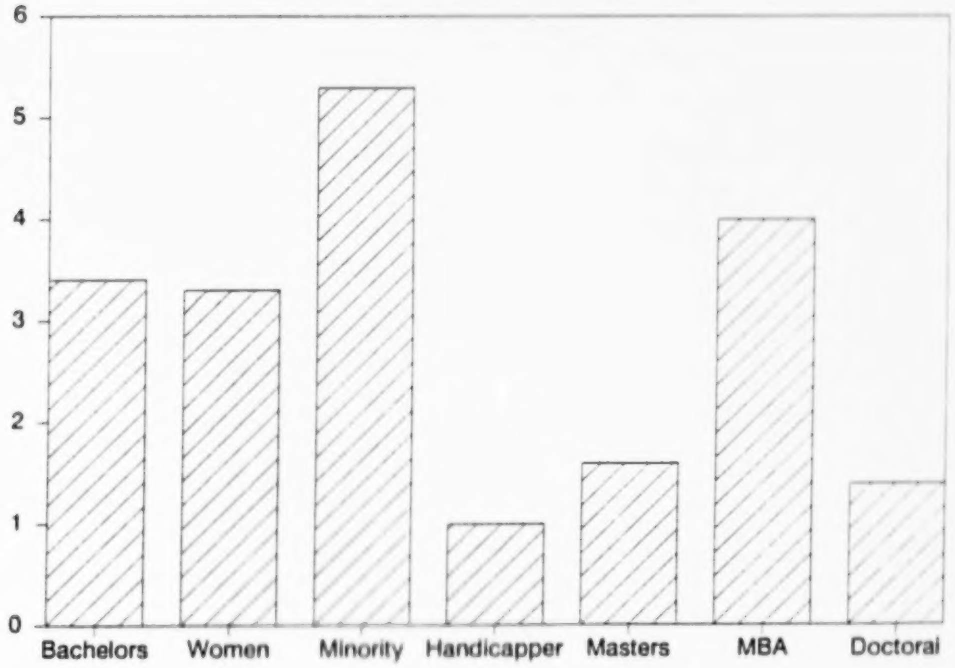
	STARTING SALARY LAST YEAR		ANTICIPATED STARTING SALARY THIS YEAR		% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	AVERAGE	NUMBER OF EMPLOYER	AVERAGE	%
GEOGRAPHICAL REGIONS					
NORTHEAST	38	$24,851	37	$26,077	
SOUTHEAST	20	$23,686	19	$24,738	4.9
NORTHCENTRAL	101	$22,323	96	$23,116	4.4
SOUTHCENTRAL	25	$23,777	25	$24,381	3.6
NORTHWEST	11	$23,576	13	$24,693	2.5
SOUTHWEST	29	$22,475	30	$22,918	4.7
TOTAL	276	$22,920	266	$23,650	2.0
OVERALL TOTALS	500	$23,008	486	$23,792	3.2

This year, starting salaries are also influenced by the geographical region where the new graduate is employed. The highest starting salaries for 1988-89 are expected from the northeastern region ($26,077), and the lowest salaries are expected from the southwestern region ($22,918).

What percentage change does your organization anticipate in salary offers to 1988-89 college graduates by academic major and degree level? Listed below are anticipated changes in salary offers for various TYPES OF GRADUATES.

	TOTAL	
	N	MEAN
TYPES OF GRADUATES		
BACHELORS GRADUATES	433	3.1
WOMEN GRADUATES	399	2.9
MINORITY GRADUATES	379	2.9
HANDICAPPER GRADUATES	312	2.3
MASTER GRADUATES	230	2.6
MBA GRADUATES	126	5.0
DOCTORAL GRADUATES	176	2.6

Observations: Starting salary offers for new bachelor's degree graduates are expected to increase by an average of 3.0% for 1988-89, only slightly higher than last year's increase of 2.8%. Starting salary offers for minority graduates, 2.9%; women graduates are expected to increase 2.7%; and master's degree graduates, 2.6%. Increases are also expected for doctoral graduates (2.6%); handicappers (2.3%), and MBA graduates (5.0%).



Types of Graduates

What percentage change does your organization anticipate in salary offers to 1988-89 college graduates by academic major and degree level? Listed below are anticipated changes for bachelor's degree graduates expected by various EMPLOYER CATEGORIES.

	TOTAL	
	N	MEAN
EMPLOYER CATEGORIES		
ACCOUNTING	13	5.1
AEROSPACE	15	2.0
AGRIBUSINESS	8	2.8
AUTOMOTIVE	15	2.7
BANKING FIN	29	3.5
CHEMICALS	11	3.8
COMMUNICATION	1	0.0
CONSTRUCTION	7	3.3
EDUCATION	43	3.3
ELECTR MACH	41	2.3
FOOD PROCESSING	12	4.8
PACKAGING	9	2.4
GOVERNMENT	23	3.4
HOSPITALS	18	3.4
HOTELS MOTELS	19	4.4
MERCHANDISING	20	1.7
METALS PRODS	9	2.2
MILITARY	3	4.0
PETROLEUM	8	2.3
PRINTING PUBL	8	2.0
UTILITIES	36	2.1
RESEARCH	20	3.4
SERV VOL ORGS	3	3.0
TIRE RUBBER	4	4.5
CONGLOMERATES	10	3.4
OVERALL TOTALS	433	3.1

Observations: The average starting salary increase expected this year for new bachelor's degree graduates is 3.1%.

Employer categories expecting the most substantial increases are accounting (5.1%); food and beverage processing (4.8%); tire and rubber products (4.5%); hotels, motels, restaurants, and recreational facilities (4.4%); the military (4.0%); chemicals, drugs, and allied products (3.8%); banking, finance, and insurance (3.5%); diversified conglomerates (3.4%); governmental administration (3.4%); hospitals and health services (3.4%); research and/or consulting services (3.4%); construction and building materials manufacturing (3.3%); educational institutions (3.3%); and service and volunteer organizations (3.0%).

Expecting increase of 2.0% to 2.9% are and agribusiness (2.8%); automotive and mechanical equipment (2.7%); glass, packaging, and allied products (2.4%); electronics and electrical equipment (2.3%); petroleum & allied products (2.3%); metals and metal products (2.2%); public utilities, including transportation (2.1%); aerospace and components (2.0%); and printing, publishing, and informational services (2.0%).

Increases of less than 2.0% are expected by merchandising and related services including retailing industries (1.7%); and communication, including radio, TV, and newspapers (0.0%).

What percentage change does your organization anticipate in salary offers to 1988-89 college graduates by academic major and degree level? Listed below are anticipated changes in salary offers expected for bachelor's degree graduates with various ACADEMIC MAJORS.

	TOTAL	
	N	MEAN
.....ACADEMIC MAJORS		
AGRICULTURE	81	1.3
NATURAL RESOURCES	73	1.1
ACCOUNTING	279	2.9
FINANCIAL ADMIN	200	2.3
GEN BUS ADMIN	218	2.2
HOTEL REST INST MGT	82	2.2
MARKETING/SALES	202	2.5
PERSONNEL	185	1.8
ADVERTISING	109	1.1
COMMUNICATIONS	127	1.5
JOURNALISM	110	1.4
TELECOMMUNICATION	108	1.5
EDUCATION	161	2.8
CHEMICAL ENGR	135	2.3
CIVIL ENGR	128	2.2
COMPUTER SCIENCE	231	2.7
ELECTRICAL ENGR	194	2.4
INDUSTRIAL ENGR	152	2.0
MECHANICAL ENGR	209	2.6
HUMAN ECOL/HOME ECONOMICS	75	1.1
LIBERAL ARTS/ARTS/LETTERS	154	2.0
CHEMISTRY	126	2.0
GEOLOGY	79	1.1
MATHEMATICS	132	1.8
PHYSICS	101	1.5
NURSING	88	2.3
RETAILING	77	1.0
SOCIAL SCIENCES	110	1.7

Observations: Starting salary offers for new bachelor's degree graduates are expected to vary between academic majors. Highest among anticipated increases for new bachelor's degree graduates this year (1988-89) will be accounting (2.9%).

Substantial starting salary increases are also expected for education (2.8%); computer science (2.7%); mechanical engineering (2.6%); marketing/sales (2.5%); electrical engineering (2.4%); chemical engineering (2.3%); financial administration (2.3%); nursing (2.3%); civil engineering (2.2%); general business administration (2.2%); and hotel, restaurant, and institutional management (2.2%).

Moderate increases are anticipated for chemistry (2.0%); industrial engineering (2.0%); liberal arts/ humanities (2.0%); personnel administration (1.8%); mathematics (1.8%); social science (1.7%); communications (1.5%); physics (1.5%); telecommunications (1.5%); journalism (1.4%); agriculture (1.3%); advertising (1.1%); geology (1.1%); human ecology/ home economics (1.1%); natural resources (1.1%); and retailing (1.0%).

ESTIMATED STARTING SALARIES FOR NEW COLLEGE GRADUATES OF 1988-89

Bachelor's Degree Graduates

Academic Majors	Estimated % Change	Estimated Starting Salary for 1988-89*
Chemical Engineering	2.3%	$32,082
Electrical Engineering	2.4%	$31,010
Mechanical Engineering	2.6%	$30,848
Computer Science	2.7%	$29,778
Industrial Engineering	2.0%	$29,094
Physics	1.5%	$28,964
Civil Engineering	2.2%	$27,369
Chemistry	2.0%	$26,704
Geology	1.1%	$25,983
Accounting	2.9%	$25,051
Nursing	2.3%	$24,705
Mathematics	1.8%	$23,968
Marketing/Sales	2.5%	$22,951
Financial Administration	2.3%	$22,829
Telecommunications	1.5%	$22,498
General Business Admin.	2.2%	$22,346
Agriculture	1.3%	$20,701
Communications	1.5%	$20,534
Social Science	1.7%	$20,496
Advertising	1.1%	$20,431
Hotel, Rest. Inst. Mgt.	2.2%	$19,751
Education	2.8%	$19,641
Journalism	1.4%	$19,304
Personnel Administration	1.8%	$19,176
Liberal Arts/Arts & Letters	2.0%	$19,083
Human Ecology/Home Economics	1.1%	$18,466
Retailing	1.0%	$18,247
Natural Resources	1.1%	$18,019

Averages for Graduate Degree Levels

MBA	5.0%	$33,915
Masters	2.6%	$30,504
Ph.D.	2.6%	$34,608

*Source for base starting salaries when preparing this chart: Edwin B. Fitzpatrick, Annual Salary Report - 1987-88. East Lansing, Michigan: Career Development and Placement Services, Michigan State University, 1988.

Observations: Highest among starting salaries this year for new college graduates are chemical engineering ($32,082), electrical engineering ($31,010), mechanical engineering ($30,848), and computer science ($29,778). These same four academic majors were highest among last year's average starting salaries. The greatest increases in starting salary offers this year were for accounting (2.9%), education (2.8%), computer science (2.7%), mechanical engineering (2.6%), marketing/sales (2.5%), and electrical engineering (2.4%). Estimated starting salary offers for other academic majors and degree levels are listed above.

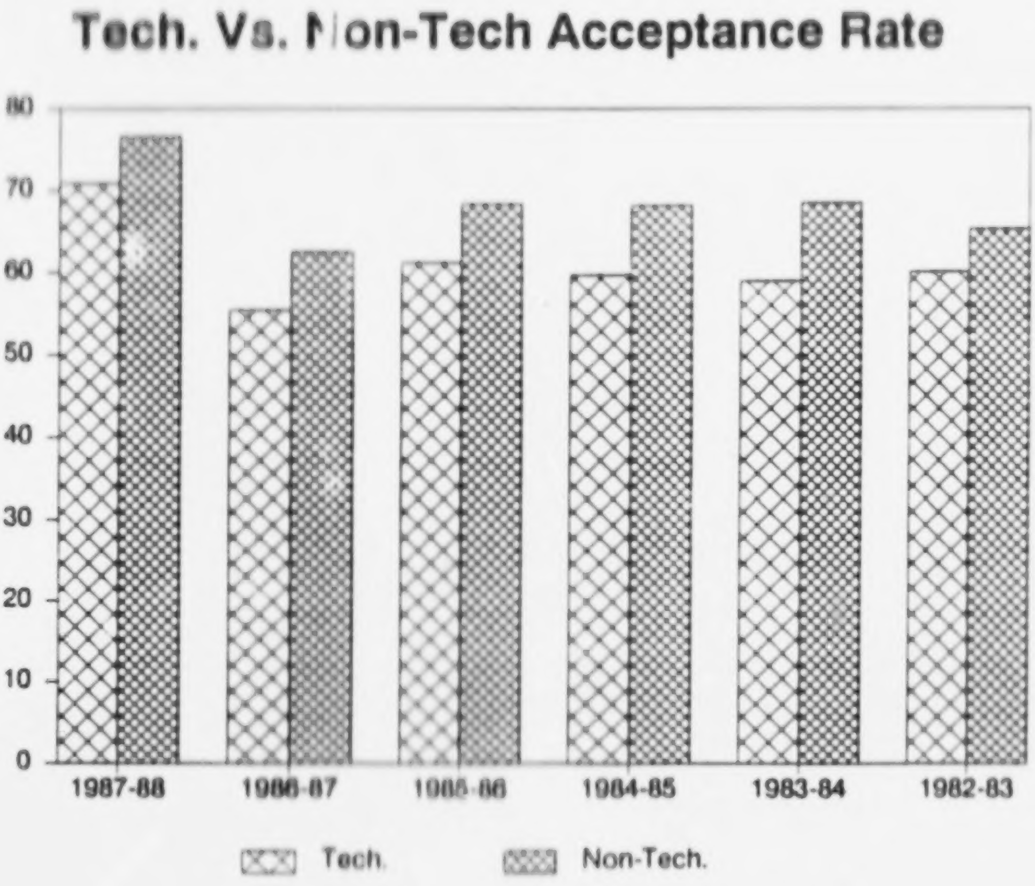
For 1987-88, what percentage of your offers of employment to new college graduates were accepted? Responses are listed for both TECHNICAL and NON-TECHNICAL college graduates.

	TECHNICAL COLLEGE GRADUATES		NON-TECHNICAL COLLEGE GRADUATES	
	NUMBER OF EMPLOYERS	MEAN	NUMBER OF EMPLOYERS	MEAN
EMPLOYER CATEGORIES				
ACCOUNTING	4	61.0	12	61.4
AEROSPACE	20	68.4	13	79.6
AGRIBUSINESS	6	68.2	7	82.6
AUTOMOTIVE	16	76.8	11	63.7
BANKING FIN	17	64.9	34	74.6
CHEMICALS	20	67.3	14	72.5
COMMUNICATION	0		2	93.5
CONSTRUCTION	19	75.7	13	71.7
EDUCATION	24	76.0	63	88.1
ELECTR MACH	39	68.5	30	77.3
FOOD PROCESSING	11	60.3	16	70.2
PACKAGING	8	85.1	9	90.3
GOVERNMENT	18	67.7	16	78.5
HOSPITALS	16	62.0	15	72.7
HOTELS MOTELS	6	89.3	17	69.8
MERCHANDISING	10	82.0	20	77.4
METALS PRODS	11	66.3	7	81.4
MILITARY	4	70.0	4	67.5
PETROLEUM	8	58.8	9	66.7
PRINTING PUBL	10	82.8	12	76.4
UTILITIES	41	69.6	31	77.9
RESEARCH	31	71.1	20	73.3
SERV VOL ORGS	3	61.3	2	52.5
TIRE RUBBER	4	74.3	2	82.0
CONGLOMERATES	12	69.8	13	71.4
OVERALL TOTALS	358	70.9	392	76.6

Continued . . .

Observations: An excellent measure of past job market trends is the percentage of job offers accepted. Of offers made to technical college graduates during 1987-88, 70.9% were accepted according to responding employers. This compares to an acceptance rate of 55.5% in 1986-87, 61.2% in 1985-86, 59.7% in 1984-85, 59.0% in 1983-84, and 60.1% in 1982-83. This increase in the acceptance rate for 1987-88 graduates most likely suggests either improved recruitment techniques or a somewhat more difficult job market for technical graduates.

Offers of employment to non-technical college graduates were also accepted at a higher rate,76.6%, during 1987-88, according to responding employers. This compares to an acceptance rate of 62.5% in 1986-87, 68.3% in 1985-86, 68.2% in 1984-85, 68.5% in 1983-84, and 65.3% in 1982-83.



For 1987-88, what percent of your offers of employment to new college graduates were accepted? Responses are listed for both TECHNICAL and NON-TECHNICAL college graduates by EMPLOYER TYPE.

	TECHNICAL COLLEGE GRADUATES		NON-TECHNICAL COLLEGE GRADUATES	
	NUMBER OF EMPLOYERS	MEAN	NUMBER OF EMPLOYERS	MEAN
EMPLOYER TYPES				
INDUSTRY & MANUFACTURER	169	71.0	142	73.9
BUSINESS	38	65.4	60	73.7
SERVICE	103	73.5	103	76.5
GOVERNMENT	24	60.9	24	70.5
EDUCATION	24	78.0	63	88.1
OVERALL TOTALS	358	70.9	392	76.6

Observations: The highest acceptance rates for offers of employment to technical graduates were received by educational institutions (78.0%) and service organizations (73.5%). Those employer types receiving lower acceptance rates were industrial and manufacturing organizations (71.0%); business organizations (65.4%); and government agencies (60.9%). Acceptance rates for non-technical graduates were as follows: educational institutions (88.1%), service organizations (76.5%), industrial and manufacturing organizations (73.9%), business organizations (73.7%), and government agencies (70.5%).

Responses are listed by EMPLOYER SIZE.

	TECHNICAL COLLEGE GRADUATES		NON-TECHNICAL COLLEGE GRADUATES	
	NUMBER OF EMPLOYERS	MEAN	NUMBER OF EMPLOYERS	MEAN
EMPLOYER SIZES				
1-99	43	75.8	38	80.8
100-499	87	80.1	99	81.8
500-999	45	69.5	51	81.4
1000- 4999	108	67.5	122	76.1
5000- 9999	26	64.3	31	64.0
10,000+	49	63.0	51	67.9
OVERALL TOTALS	358	70.9	392	76.6

Observations: For non-technical college graduates, the highest acceptance rates were received by organizations with 100 to 499 employees (81.8%), 500 to 999 employees (81.4%), and 1 to 99 employees (80.8%). The lowest acceptance rates for non-technical graduates were experienced by employers with 5,000 to 9,999 employees (64.0%) and 10,000 or more employees (67.9%). The highest acceptance rates for technical graduates were received by organizations with 100 to 499 (80.1%), 500 to 999 (69.5%), 1 to 99 (75.8%). Following this employer size were organizations with 5,000 to 9,999 employees (64.3%), 1,000 to 4,999 (67.5%), and 10,000 or more (63.0%).

How many new college graduates reneged on offers of employment from your organization last year (1988-89), and if your organization reneged on any offers of employment, how many were involved? Responses are listed by EMPLOYER CATEGORY.

	NUMBER OF STUDENTS RENEGING		NUMBER OF ORG RENEGES	
	NUMBER OF EMPLOYERS	TOTAL RENEGES	NUMBER OF EMPLOYERS	
EMPLOYER CATEGORIES				
ACCOUNTING	17	47	14	2
AEROSPACE	18	111	19	2
AGRIBUSINESS	12	13	11	0
AUTOMOTIVE	17	18	16	0
BANKING FIN	38	325	32	4
CHEMICALS	20	9	20	0
COMMUNICATION	3	0	3	0
CONSTRUCTION	28	58	23	0
EDUCATION	101	844	94	3
ELECTR MACH	41	166	34	2
FOOD PROCESSING	18	143	16	0
PACKAGING	11	10	8	0
GOVERNMENT	26	123	29	20
HOSPITALS	18	252	15	3
HOTELS MOTELS	22	245	19	0
MERCHANDISING	21	206	18	0
METALS PRODS	14	115	10	0
MILITARY	3	115	3	0
PETROLEUM	11	14	9	0
PRINTING PUBL	12	5	13	0
UTILITIES	44	48	44	3
RESEARCH	33	38	31	2
SERV VOL ORGS	5	296	4	0
TIRE RUBBER	5	30	4	0
CONGLOMERATES	16	49	15	2
TOTAL NUMBER OF RENEGES	551	3267	503	43

Observations: According to employers who reported students reneging on job offers, a total of 3,267 cases were cited. The largest average of reneges per employer were reported by service and volunteer organizations (59.2) and the military (38.3). More conservative averages were reported by hospitals and health services (14.0); hotels, motels, restaurants, and recreational facilities (11.1); merchandising and related services including retailing industries (9.8); banking, finance, and insurance (8.6); educational institutions (8.4); metals and metal products (8.2); food and beverage processing (7.9); aerospace and components (6.2); tire and rubber products (6.0); and governmental administration (4.7).

The employer category reneging on the most job offers was governmental administration (20).

From your experiences, what are the principal reasons for new college graduates reneging on offers of employment from prospective employers?

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOT-AL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
REASONS													
PROMOTION OPPORTUNITIES ELSEWHERE	24	5	119	27	184	42	63	14	49	11	439	100	3.0
AVAILABILITY OF GRADUATE STUDY NEARBY	3	1	13	3	156	36	142	33	120	28	434	100	3.8
BETTER SALARIES ELSEWHERE	55	12	195	42	154	33	40	9	18	4	462	100	2.5
BETTER UTILIZATION OF SKILLS ELSEWHERE	9	2	69	16	219	51	87	20	48	11	432	100	3.2
CHALLENGING WORK ASSIGNMENTS ELSEWHERE	9	2	67	15	196	45	109	25	53	12	434	100	3.3
DECISION-MAKING RESPONSBILITY ELSEWHERE	2	0	30	7	152	36	161	38	77	18	422	100	3.7
GEOGRAPHICAL LOCATION OF OTHER JOB	23	5	131	29	221	49	54	12	23	5	452	100	2.8
INADEQUATE HOUSING CONDITIONS NEARBY	3	1	17	4	90	21	163	38	160	37	433	100	4.1
INADEQUATE BENEFITS	1	0	10	2	56	13	153	36	209	49	429	100	4.3
JOB SECURITY QUESTIONABLE	4	1	12	3	81	19	157	36	181	42	435	100	4.1
STATUS AND PRESTIGE OF OTHER JOB	11	3	49	11	191	44	116	27	66	15	433	100	3.4
PROBLEMS WITHIN AN ORGANIZATION	2	0	11	3	72	17	170	40	172	40	427	100	4.2
ORGANIZATIONAL STRUCTURE	3	1	4	1	63	15	184	44	166	40	420	100	4.2
POOR WORKING CONDITIONS	5	1	7	2	56	13	161	38	198	46	427	100	4.3
PERSONAL/FAMILY MATTERS	5	1	40	9	218	49	138	31	48	11	449	100	3.4
PERSONALITIES OF NEW FELLOW EMPLOYEES	1	0	2	0	47	11	205	48	172	40	427	100	4.3
PHYSICAL FACILITIES OF AN ORGANIZATION	2	0	8	2	72	17	172	40	178	41	432	100	4.2
REPUTATION OF OTHER ORGANIZATION	7	2	40	9	171	40	125	29	88	20	431	100	3.6
RELOCATIONS REQUIRED BY THE JOB	10	2	42	10	180	41	103	24	100	23	435	100	3.6
SCOPE OF THE WORK ASSIGNMENTS	2	0	18	4	155	36	162	38	89	21	426	100	3.7
SERVICES/PRODUCTS OF AN ORGANIZATION	2	0	11	3	88	21	162	38	164	38	427	100	4.1
SIZE OF AN ORGANIZATION	2	0	9	2	127	29	168	39	125	29	431	100	3.9
SPOUSES EMPLOYMENT CONSIDERATIONS	5	1	44	10	256	58	97	22	38	9	440	100	3.3
TRAVELLING REQUIREMENTS OF THE JOB	6	1	22	5	142	33	130	30	132	31	432	100	3.8

Observations: From the experiences of employers responding to this survey, the principal reason for new college graduates reneging on job offers is a better salary offer elsewhere. Less often given are the following reasons: geographical location of the other job, better advancement and/or promotion opportunities elsewhere, job status and prestige of the other job, better utilization of skills elsewhere, more challenging work assignments elsewhere, relocations required by the job, and reputation of the other organization.

What change do you anticipate in the number of CAMPUS VISITS for recruiting by your organization this year (1988-89)? Responses are listed by EMPLOYER CATEGORY.

	CAMPUS VISITS THIS YEAR	
	NUMBER OF EMPLOYERS	ANTICIPATED CHANGE
EMPLOYER CATEGORIES		
ACCOUNTING	14	0.6
AEROSPACE	19	-4.8
AGRIBUSINESS	10	0.8
AUTOMOTIVE	15	7.0
BANKING FIN	41	1.2
CHEMICALS	22	5.7
COMMUNICATION	3	-18.3
CONSTRUC	23	16.0
EDUCATION	98	1.0
ELECTR MACH	42	5.6
FOOD PROCESSING	19	7.1
PACKAGING	9	-1.7
GOVERNMENT	30	9.4
HOSPITALS	20	10.6
HOTELS MOT	23	4.3
MERCHANDISING	24	-2.0
METALS PRODS	11	6.8
MILITARY	3	0.0
PETROLEUM	7	12.3
PRINTING PUBL	11	11.4
UTILITIES	44	-2.1
RESEARCH	35	5.8
SERV VOL ORGS	4	5.8
TIRE RUBBER	4	-23.8
CONGLOMERATES	15	8.5
OVERALL TOTALS	546	3.6

Observations: Employers responding to this survey reported an expected increase in numbers of recruitment visits on college campuses (3.6%) this year. Last year, campus visits increased by 1.4%.

Changes in the numbers of campus visits will vary again this year according to the type of organization. Surveyed employers reported the greatest increases in campus visits can be expected in the following categories: construction and building materials manufacturing (16.0%); petroleum and allied products (12.3%); printing, publishing, and informational services (11.4%); hospitals and health services (10.6%); governmental administration (9.4%); diversified conglomerates (8.5%); food and beverage processing (7.1%); automotive and mechanical equipment (7.0%); metals and metal products (6.8%); research and/or consulting services (5.8%); service and volunteer organizations (5.8%); chemicals, drugs, and allied products (5.7%); electronics and electrical equipment (5.6%); and hotels, motels, restaurants, and recreational facilities (4.3%).

Moderate increases in the number of campus visits are expected from banking, finance, and insurance (1.2%); educational institutions (1.0%); agribusiness (0.8%); and accounting (0.6%).

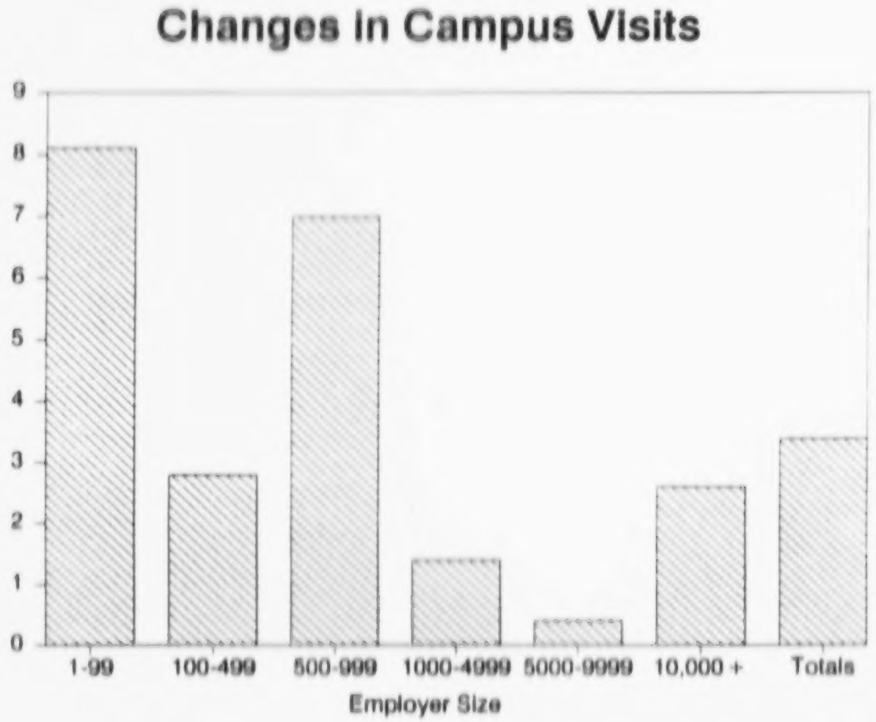
No changes in the number of campus visits is expected for the military.

Those organizations expecting declines in the number of visits on college campuses include glass, packaging, and allied products (-1.7%); merchandising and retailing industries (-2.0%); public utilities, including transportation (-2.1%); aerospace and components (-4.8%); communication, including radio, TV, and newspapers (-18.3%); and tire and rubber products (-23.8%).

What change do you anticipate in the number of CAMPUS VISITS for recruiting by your organization this year (1988-89)? Responses are listed by EMPLOYER SIZE.

	CAMPUS VISIT THIS YEAR	
	NUMBER OF EMPLOYERS	ANTICIPATED CHANGE
EMPLOYER SIZES		
1-99	68	8.1
100-499	131	2.8
500-999	78	7.0
1000- 4999	158	1.4
5000- 9999	45	0.4
10,000+	64	2.6
OVERALL TOTALS	544	3.4

Observations: From an overall increase of 3.4% in the number of campus visits expected this year, the most significant increases can be expected from employers with 1 to 99 employees (8.1%) and employers with 500 to 999 employees (7.0%). Moderate increases in campus visits are expected by employers with 100 to 499 employees (2.8%), employers with 10,000 or more employees (2.6%), employers with 1,000 to 4,999 employees (1.4%), and employers with 5,000 to 9,999 employees (0.4%).



What change do your anticipate in the number of INTERVIEW SCHEDULES arranged by your organization on college campuses this year (1988-89)? Responses are listed by EMPLOYER CATEGORY.

	INTERVIEW SCHEDULES THIS YEAR	
	NUMBER OF EMPLOYERS	ANTICIPATED CHANGE
EMPLOYER CATEGORIES		
ACCOUNTING	14	0.4
AEROSPACE	18	-7.1
AGRIBUSINESS	10	1.7
AUTOMOTIVE	13	-0.9
BANKING FIN	41	2.3
CHEMICALS	21	6.0
COMMUNICATIO	2	-22.5
CONSTRUCTION	20	6.7
EDUCATION	95	2.0
ELECTR MACH	41	4.1
FOOD PROCESSING	19	10.2
PACKAGING	9	-0.6
GOVERNMENT	29	7.7
HOSPITALS	18	14.4
HOTELS MOTELS	23	9.4
MERCHANDISING	24	-1.7
METALS PRODS	10	0.8
MILITARY	3	0.0
PETROLEUM	6	3.2
PRINTING PUBL	9	5.6
UTILITIES	43	-1.4
RESEARCH	35	3.3
SERV VOL ORGS	4	5.8
TIRE RUBBER	4	-25.8
CONGLOMERATES	15	8.9
OVERALL TOTALS	526	3.0

Observations: Employers responding to this survey anticipate a slight increase in interview schedules on college campuses (3.0%) this year. Last year, surveyed employers reported an increase in campus interview schedules (2.4%).

Changes in numbers of interview schedules will vary again this year according to type of organization. Surveyed employers report that the greatest increases in interview schedules can be expected from the following: hospitals and health services (14.4%); food and beverage processing (10.2%); hotels, motels, restaurants, and recreational facilities (9.4%); diversified conglomerates (8.9%); governmental administration (7.7%); construction and building materials manufacturing (6.7%); chemicals, drugs, and allied products (6.0%); service and volunteer organizations (5.8%); and printing, publishing, and informational services (5.6%).

Moderate increases in interview schedules can be expected from electronics and electrical equipment (4.1%); research and/or consulting services (3.3%); petroleum and allied products (3.2%); banking, finance, and insurance (2.3%); educational institutions (2.0%); agribusiness (1.7%); metals and metal products (0.8%); and accounting (0.4%).

Employers expecting no change in numbers of on-campus interview schedules were the military.

Employers expecting a decline in interview schedules were glass, packaging, and allied products (-0.6%); automotive and mechanical equipment (-0.9%); public utilities, including transportation (-1.4%); merchandising and retailing industries (-1.7%); aerospace and components (-7.1%); communication, including radio, TV, and newspapers (-22.5%); and tire and rubber products (-25.8%).

What change do your anticipate in the number of INTERVIEW SCHEDULES arranged by your organization on college campuses this year (1988-89)? Responses are listed by EMPLOYER SIZE

	INTERVIEW SCHEDULES THIS YEAR	
	NUMBER OF EMPLOYERS	ANTICIPATED CHANGE
EMPLOYER SIZES		
1-99	66	8.9
100-499	124	3.7
500-999	73	5.6
1000- 4999	156	-0.1
5000- 9999	45	1.2
10,000+	61	1.3
OVERALL TOTALS	525	3.0

Observations: An overall increase of 3.0% in campus interview schedules is expected this year. The most significant increases in campus interview schedules are expected from employers with 1 to 99 employees (8.9%) and employers with 500 to 999 employees (5.6%). Slight increases in campus interview schedules are expected from employers with 100 to 499 employees (3.7%), employers with 10,000 or more employees (1.3%), and employers with 5,000 to 9,999 employees (1.2%). Decreases in campus interview schedules are expected by employers with 1,000 to 4,999 employees (-0.1%).

What change do you foresee in the number of CLOSED SCHEDULES arranged by your organization on college campuses this year (1988-89)? Responses are listed by EMPLOYER CATEGORY.

	CLOSED SCHEDULES THIS YEAR	
	NUMBER OF EMPLOYERS	ANTICIPATED CHANGE
EMPLOYER CATEGORIES		
ACCOUNTING	10	2.3
AEROSPACE	13	0.1
AGRIBUSINESS	6	17.5
AUTOMOTIVE	9	-4.2
BANKING FIN	38	-0.1
CHEMICALS	19	2.7
COMMUNICATION	1	-55.0
CONSTRUCTION	15	2.0
EDUCATION	80	0.7
ELECTR MACH	36	5.8
FOOD PROCESSING	16	8.9
PACKAGING	7	10.0
GOVERNMENT	16	1.3
HOSPITALS	12	0.0
HOTELS MOTELS	17	0.1
MERCHANDISING	20	3.0
METALS PRODS	9	0.2
MILITARY	2	0.0
PETROLEUM	6	1.0
PRINTING PUBL	7	6.6
UTILITIES	37	-0.9
RESEARCH	27	1.7
SERV VOL ORGS	3	0.0
TIRE RUBBER	2	2.0
CONGLOMERATES	14	7.3
OVERALL TOTALS	422	2.0

Observations: Employers responding to this year's survey indicate that a very slight increase (2.0%) in closed interview schedules will be requested by their organizations when interviewing on college campuses this year (1988-89).

Those organizations expecting substantial increases in closed interview schedules include agribusiness (17.5%); glass, packaging, and allied products (10.0%); food and beverage processing (8.9%); diversified conglomerates (7.3%); printing, publishing, and informational services (6.6%); and electronics and electrical equipment (5.8%).

Other increases are expected by merchandising and retailing industries (3.0%); chemicals, drugs, and allied products (2.7%); accounting (2.3%); construction and building materials manufacturing (2.0%); tire and rubber products (2.0%); research and/or consulting services (1.7%); governmental administration (1.3%); petroleum and allied products (1.0%); educational institutions (0.7%); metals and metal products (0.2%); aerospace and components (0.1%); and hotels, motels, restaurants, and recreational facilities (0.1%).

No change in the numbers of closed interview schedules is expected in hospitals and health services, the military and service and volunteer organizations.

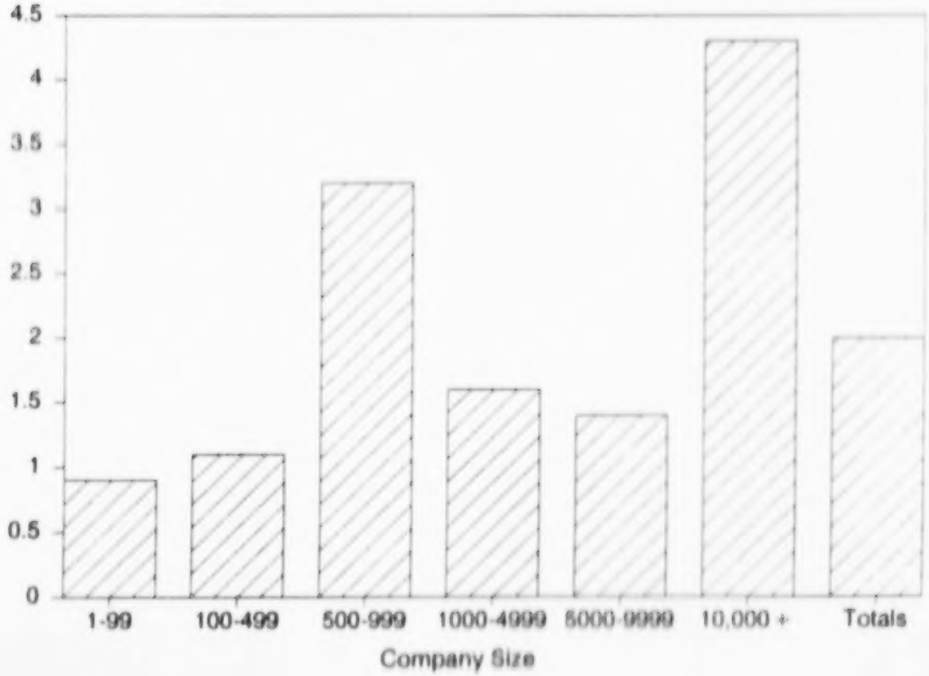
Decreases in closed schedules are expected by banking, finance, and insurance (-0.1%); public utilities, including transportation (-0.9%); automotive and mechanical equipment (-4.2%); and communication, including radio, TV, and newspapers (-55.0%).

What change do you foresee in the number of CLOSED SCHEDULES arranged by your organization on college campuses this year (1988-89)? Responses are listed by EMPLOYER SIZE.

	CLOSED SCHEDULES THIS YEAR	
	NUMBER OF EMPLOYERS	ANTICIPATED CHANGE
EMPLOYER SIZES		
1-99	48	0.9
100-499	95	1.1
500-999	61	3.2
1000- 4999	123	1.6
5000- 9999	36	1.4
10,000+	58	4.3
OVERALL TOTALS	421	2.0

Observations: An increase in the number of closed interview schedules is foreseen this year (0.9%). All sizes of organizations expect increases in closed schedules: employers with 10,000 or more employees (4.3%); employers with 500 to 999 employees (3.2%); employers with 1,000 to 4,999 employees (1.6%); employers with 5,000 to 9,999 employees (1.4%); employers with 100 to 499 employees (1.1%); and employers with 1 to 99 employees (0.9%).

Projected Change in Closed Schedules



Does your organization prescreen at colleges and universities where prescreening is permitted? Responses are listed by EMPLOYER CATEGORY.

	PRESCREENING IS PERMITTED		TOTAL RESPONSE	
	N	PERCENT	N	PERCENT
EMPLOYER CATEGORIES				
ACCOUNTING	12	71	17	100
AEROSPACE	15	79	19	100
AGRIBUSINESS	7	64	11	100
AUTOMOTIVE	12	71	17	100
BANKING FIN	34	81	42	100
CHEMICALS	20	83	24	100
COMMUNICATION	1	33	3	100
CONSTRUCTION	16	62	26	100
EDUCATION	39	38	104	100
ELECTR MACH	33	75	44	100
FOOD PROCESSING	14	74	19	100
PACKAGING	7	64	11	100
GOVERNMENT	12	35	34	100
HOSPITALS	12	57	21	100
HOTELS MOTELS	13	59	22	100
MERCHANDISING	19	79	24	100
METALS PRODS	10	83	12	100
MILITARY	2	50	4	100
PETROLEUM	8	80	10	100
PRINTING PUBL	8	62	13	100
UTILITIES	40	89	45	100
RESEARCH	20	59	34	100
SERV VOL ORGS	2	29	7	100
TIRE RUBBER	3	60	5	100
CONGLOMERATES	13	72	18	100
OVERALL TOTALS	372	63	586	100

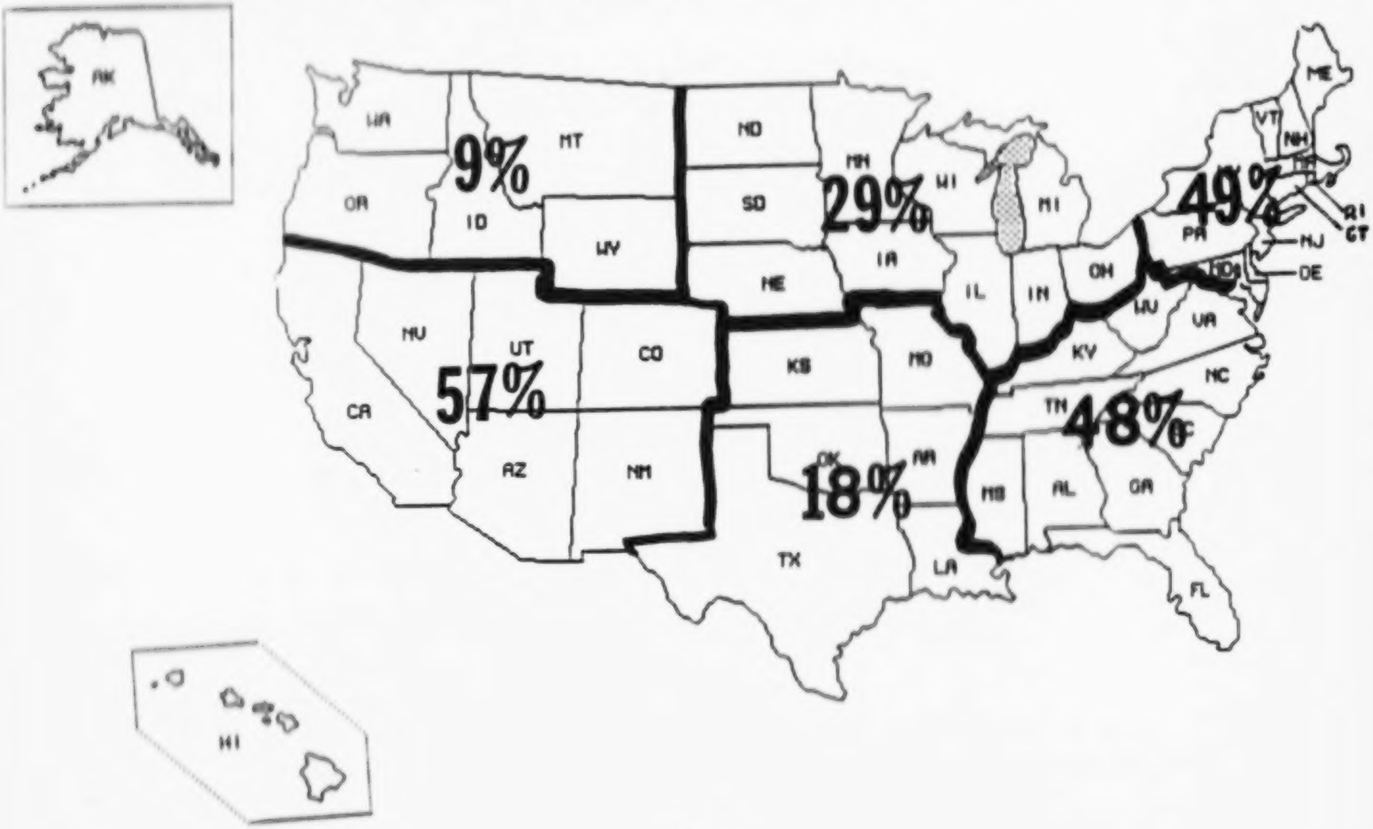
Observations: Of 586 organizations responding to this question, 372 employers (63.0%) indicated that their organizations prescreened at colleges and universities where it was permitted last year. In 1987-88, 46.1% prescreened, and in 1986-87, 65.5% of the surveyed employers prescreened. These statistics indicate a return of organizations pre-screening on college campuses.

Employer catgories using prescreening most often were public utilities, including transportation (89.0%); chemicals, drugs, and allied products (83.0%); metals and metal products (83.0%); banking, finance, and insurance (81.0%); petroleum and allied products (80.0%); aerospace and components (79.0%); merchandising and retailing industries (79.0%); electronics and electrical equipment (75.0%); food and beverage processing (74.0%); diversified conglomerates (72.0%); accounting (71.0%); and automotive and mechanical equipment (71.0%). Following these were agribusiness (64.0%); glass, packaging, and allied products (64.0%); construction and building materials manufacturing (62.0%); printing, publishing, and informational services (62.0%); tire and rubber products (60.0%); hotels, motels, restaurants, and recreational facilities (59.0%); research and/or consulting services (59.0%); hospitals and health services (57.0%); the military (50.0%); educational institutions (38.0%); governmental administration (35.0%); and communication, including radio, TV, and newspapers (33.0%).

Based upon your experiences, what will be the availability of employment opportunities during 1988-89 for new college graduates in each geographical region of the United States? Responses are listed for each GEOGRAPHICAL REGION.

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOTAL
	EXTREMELY HIGH AVAILABILITY		HIGH AVAILABILITY		MEDIUM AVAILABILITY		LOW AVAILABILITY		NO AVAILABILITY				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
AVAILABILITY OF EMPLOYMENT OPPORTUNITIES													
NORTHEAST	46	15	105	34	104	34	40	13	13	4	308	100	2.6
SOUTHEAST	31	11	109	37	111	38	35	12	9	3	295	100	2.6
NORTHCENTRAL	18	4	105	25	215	51	81	19	5	1	424	100	2.9
SOUTHCENTRAL	9	3	43	15	102	37	109	39	15	5	278	100	3.3
NORTHWEST	3	1	20	8	122	48	90	36	17	7	252	100	3.4
SOUTHWEST	38	14	122	43	92	33	20	7	9	3	281	100	2.4

Observations: According to surveyed employers, the greatest availability of employment opportunities for new college graduates during 1988-89 will be in the southwestern region of the United States. All regions of the United States in order of best availability of jobs are southwestern, northeastern, southeastern, northcentral, southcentral, and northwestern.



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IL
IN
WV
VA
KY
NC
TN
SC
48%
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FL
NV
UT
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CO
AZ
NM
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KS
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OK
AR
TX
LA
18%
HI

Which of the following methods are used by your organization when recruiting new college graduates?

	RESPONSE CATEGORIES				TOTAL RESPONSE	
	YES		NO			
	N	PCTN	N	PCTN	N	PCTN
RECRUITING METHODS ALREADY USED						
COMPUTER-GENERATED RESUMES	133	24	414	76	547	100
CONTRACT RECRUITING	72	13	473	87	545	100
CONTRACT COLLEGE RELATIONS	[illegible]	9	485	91	533	100
COOPERATIVE EDUCATION PROGRAMS	[illegible]	57	238	43	550	100
EMPLOYEE LEASING	33	6	501	94	534	100
FAX RESUMES	124	23	415	77	539	100
HIGH DEMAND MAJOR PROGRAMS	159	31	350	69	509	100
INTERNSHIP PROGRAMS	391	70	167	30	558	100
INTERVIEWING BY SATELLITE	8	1	528	99	536	100
JOB LISTINGS WITH EMPLOYMENT AGENCIES	227	41	331	59	558	100
JOB LISTINGS WITH PLACEMENT OFFICES	527	91	52	9	579	100
LIBERAL ARTS CAREER PROGRAMS	108	21	417	79	525	100
MINORITY CAREER PROGRAMS	323	59	228	41	551	100
ON-CAMPUS INTERVIEWING	536	92	48	8	584	100
RECRUITMENT AT BLACK COLLEGES	272	50	268	50	540	100
REFERRALS FROM CAMPUS ORGANIZATIONS	370	67	183	33	553	100
REFERRALS FROM COLLEGE FACULTY/STAFF	457	81	108	19	565	100
REFERRALS WITHIN YOUR ORGANIZATION	536	92	44	8	580	100
RESPONSES FROM WANT ADS	453	79	121	21	574	100
RESUME BOOKS BY STUDENT CLUBS	301	54	253	46	554	100
SUMMER EMPLOYMENT	405	72	156	28	561	100
TELECONFERENCING INTERVIEWS	34	6	502	94	536	100
THIRD-PARTY INTERVIEWING	93	17	442	83	535	100
UNSOLICITED REFERRALS FROM PLAC. OFF.	359	65	196	35	555	100
VIDEO INTERVIEWS	22	4	511	96	533	100
VIDEO RESUMES	15	3	523	97	538	100
WALK-INS	458	79	120	21	578	100
CAREER PROGRAMS FOR WOMEN	217	40	322	60	539	100
WRITE-INS	493	86	83	14	576	100

Continued . . . .

Observations: The methods used most often by surveyed employers when recruiting new college graduates were referrals from on-campus interviewing (92.0%); current employees of their organizations (92.0%); job listings with placement offices (91.0%); write-ins (86.0%); referrals from college faculty and staff (81.0%); responses from want ads (79.0%); walk-ins (79.0%); summer employment (72.0%); internship programs (70.0%); referrals from campus organizations (67.0%); unsolicited referrals from placement offices (65.0%); minority career programs (59.0%); cooperative education programs (57.0%); resume books distributed by student clubs (54.0%); and recruitment at predominately black colleges (50.0%).

Used less frequently were job listings with employment agencies (41.0%); women's career programs (40.0%); high demand major programs (31.0%); computer-generated resumes (24.0%); FAX resumes (23.0%); liberal arts career programs (21.0%); third-party interviewing (17.0%); contract recruiting (13.0%); contract college relations (9.0%); teleconferencing interviews (6.0%); employee leasing (6.0%); video interviews (4.0%); video resumes (3.0%); and interviewing via satellite (1.0%).

Which of the following methods are planned for implementation within your organization when recruiting new college graduates during the next five years?

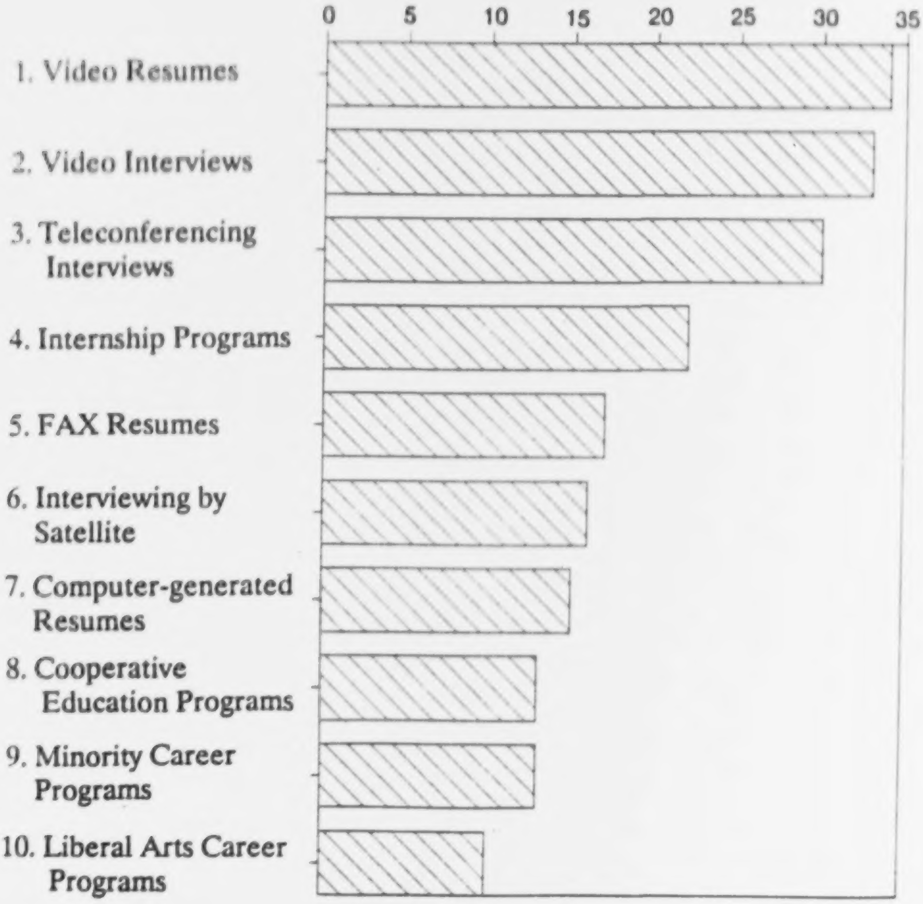
	RESPONSE CATEGORIES												
	WITHIN ONE YEAR		WITHIN TWO YEARS		WITHIN FIVE YEARS		NOT LIKELY		DO NOT KNOW		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
RECRUITING METHODS PLANNED TO IMPLEMENT													
COMPUTER-GENERATED RESUMES	15	5	21	7	15	5	138	45	120	39	309	100	4.1
CONTRACT RECRUITING	5	2	1	0	1	0	255	78	63	19	325	100	4.1
CONTRACT COLLEGE RELATIONS	5	1	3	1	2	1	253	74	77	23	340	100	4.2
COOPERATIVE EDUCATION PROGRAMS	26	13	25	13	13	7	75	39	55	28	194	100	3.6
EMPLOYEE LEASING	1	0	1	0	4	1	230	70	91	28	327	100	4.3
FAX RESUMES	24	9	14	5	17	6	104	37	121	43	280	100	4.0
HIGH DEMAND MAJOR PROGRAMS	5	2	5	2	7	3	98	42	120	51	235	100	4.4
INTERNSHIP PROGRAMS	19	13	18	13	22	16	46	33	36	26	141	100	3.4
INTERVIEWING BY SATELLITE	1	0	4	1	16	4	240	67	98	27	359	100	4.2
JOB LISTINGS WITH EMPLOYMENT AGENCIES	7	3	1	0	3	1	165	75	44	20	220	100	4.1
JOB LISTINGS WITH PLACEMENT OFFICES	15	28	4	8	4	8	16	30	14	26	53	100	3.2
LIBERAL ARTS CAREER PROGRAMS	7	3	12	4	10	4	158	58	84	31	271	100	4.1
MINORITY CAREER PROGRAMS	22	13	20	12	13	8	40	24	74	44	169	100	3.7
ON-CAMPUS INTERVIEWING	13	24	4	7	6	11	13	24	19	35	55	100	3.4
RECRUITMENT AT BLACK COLLEGES	25	12	26	13	9	4	61	30	81	40	202	100	3.7
REFERRALS FROM CAMPUS ORGANIZATIONS	20	15	6	5	6	5	42	32	56	43	130	100	3.8
REFERRALS FROM COLLEGE FACULTY/STAFF	22	28	5	6	3	4	17	22	32	41	79	100	3.4
REFERRALS WITHIN YOUR ORGANIZATION	11	33	2	6	1	3	8	24	11	33	33	100	3.2
RESPONSES FROM WANT ADS	12	13	3	3	2	2	49	54	25	27	91	100	3.8
RESUME BOOKS BY STUDENT CLUBS	7	4	9	5	5	3	77	45	75	43	173	100	4.2
SUMMER EMPLOYMENT	10	9	7	6	7	6	60	51	33	28	117	100	3.8
TELECONFERENCING INTERVIEWS	4	1	10	3	30	9	183	55	107	32	334	100	4.1
THIRD-PARTY INTERVIEWING	2	1	3	1	1	0	219	76	64	22	289	100	4.2
UNSOLICITED REFERRALS FROM PLAC. OFF.	16	12	3	2	2	2	59	45	51	39	131	100	4.0
VIDEO INTERVIEWS	10	3	12	3	33	9	173	49	123	35	351	100	4.1
VIDEO RESUMES	7	2	11	3	34	10	166	48	126	37	344	100	4.1
WALK-INS	8	9	.	.	2	2	52	60	24	28	86	100	4.0
CAREER PROGRAMS FOR WOMEN	16	7	17	8	9	4	63	29	110	51	215	100	4.1
WRITE-INS	9	14	1	2	2	3	26	41	25	40	63	100	3.9

Continued . . .

Observations: Recruiting methods planned for implementation within organizations when recruiting new college graduates during the next five years include referrals from current employees of organizations (18.0%); on-campus interviewing (18.0%); referrals from college faculty and staff (16.0%); job listings with placement offices (14.0%); minority career programs (9.0%); and internship programs (9.0%).

Not likely to be implemented within the next five years if not already utilized by surveyed employers are recruitment at predominately Black colleges (-1.0%); cooperative education programs (-6.0%); referrals from campus organizations (-7.0%); women's career programs (-10.0%); FAX resumes (-17.0%); write-ins (-22.0%); computer-generated resumes (-28.0%); unsolicited referrals from placement offices (-29.0%; summer employment (-30.0%); video resumes (-33.0%); resume books distributed by student clubs (-33.0%); video interviews (-34.0%); high demand major programs (-35.0%); responses from want ads (-36.0%); teleconferencing interviews (-42.0%); liberal arts career programs (-47.0%); walk-ins (-49.0%); interviewing by satellite (-62.0%); employee leasing (-69.0%); contract college relations (-71.0%); job listings with employment agencies (-71.0%); third-party interviewing (-74.0%); or contract recruiting (-76.0%).

Top Ten Recruiting Methods



Among most new college graduates interviewed by your recruiters on college and university campuses, what improvements are needed to make them productive for work in your organization?

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOT-AL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
IMPROVEMENTS NEEDED IN NEW GRADUATES													
ABILITY TO ACCEPT RESPONSIBILITY	105	20	77	15	228	43	108	20	10	2	528	100	2.7
ABILITY TO BE AN EXAMPLE TO OTHERS	53	10	104	20	249	48	109	21	7	1	522	100	2.8
ABILITY TO DELEGATE	38	7	133	26	236	[illegible]	93	18	13	3	513	100	2.8
ABILITY TO GET THINGS DONE	108	21	82	16	215	41	108	21	7	1	520	100	2.7
ADAPTABILITY	101	19	96	18	217	42	100	19	6	1	520	100	2.6
ASSERTIVENESS/AGGRESSIVENESS	50	10	104	20	277	53	87	17	6	1	524	100	2.8
ATTITUDE TOWARDS THE WORK ETHIC	107	20	108	21	180	34	118	22	12	2	525	100	2.7
BUDGETING ABILITIES	20	4	110	22	207	41	146	29	22	4	505	100	3.1
CAMPUS LEADERSHIP EXPERIENCES	20	4	81	16	248	48	146	28	18	4	513	100	3.1
COMPETITIVE ABILITY	26	5	75	15	232	45	168	33	10	2	511	100	3.1
COURTEOUSNESS	84	16	60	12	135	26	213	41	27	5	519	100	3.1
DECISION-MAKING SKILLS	84	16	152	29	229	44	54	10	4	1	523	100	2.5
DEPENDABILITY	118	23	[illegible]	9	186	36	156	30	14	3	520	100	2.8
DIPLOMACY/TACTFULNESS	74	14	98	19	233	45	108	21	6	1	519	100	2.8
ENERGY/AMBITION	80	15	86	17	163	31	170	33	22	4	521	100	2.9
ENTHUSIASM	87	17	75	14	160	31	178	34	23	4	523	100	3.0
ENTREPRENEURIAL SPIRIT	20	4	95	19	216	42	148	29	30	6	509	100	3.1
ETHICS	96	19	[illegible]	[illegible]	145	28	193	37	23	4	517	100	3.0
FLEXIBILITY	86	17	88	17	223	43	107	21	9	2	513	100	2.7
FOREIGN LANGUAGE COMPETENCIES	14	3	42	8	102	20	171	34	176	35	505	100	3.9
FRIENDLINESS	59	11	64	12	132	26	226	44	35	7	516	100	3.2
GENERAL BUSINESS SKILLS	26	5	101	20	242	47	125	24	22	4	516	100	3.0
HONESTY AND INTEGRITY	111	21	43	8	108	21	218	42	37	7	517	100	3.1
INITIATIVE	97	19	93	18	203	39	113	22	11	2	517	100	2.7
INNOVATIVE IDEAS	55	11	103	20	254	49	91	18	12	2	515	100	2.8
INTEREST IN CURRENT EVENTS	16	3	78	15	225	44	163	32	30	6	512	100	3.2
INTERPERSONAL SKILLS	94	18	106	20	249	48	71	14	4	1	524	100	2.6
JUDGEMENT SKILLS	86	17	112	22	259	50	57	11	3	1	517	100	2.6
MATURITY	66	13	136	26	268	51	50	10	4	1	524	100	2.6
MOTIVATIONAL ABILITIES	51	10	107	21	246	48	103	20	8	2	515	100	2.8

Continued . . . .

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOT-AL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
IMPROVEMENTS NEEDED IN NEW GRADUATES													
ORAL COMMUNICATION SKILLS	95	18	112	21	258	49	56	11	4	1	525	100	2.5
ORGANIZATIONAL ABILITIES	63	12	116	23	277	54	56	11	3	1	515	100	2.7
PERSEVERANCE	49	10	104	20	231	45	117	23	8	2	509	100	2.9
PERSUASION/MARKETING/SALES ABILITIES	32	6	106	21	252	50	95	19	19	4	504	100	2.9
PHYSICAL FITNESS	14	3	43	8	164	32	229	45	57	11	507	100	3.5
PROBLEM-SOLVING ABILITIES	61	12	118	23	236	46	95	18	5	1	515	100	2.7
RELIABILITY	88	17	60	12	187	36	166	32	12	2	513	100	2.9
SELF-CONFIDENCE/POISE	57	11	103	20	262	50	93	18	5	1	520	100	2.8
SENSE OF HUMOR	28	5	65	13	231	45	169	33	18	4	511	100	3.2
SOCIABILITY	31	6	70	14	220	43	173	34	16	3	510	100	3.1
SUITABLE APPEARANCE	52	10	62	12	165	32	212	41	23	4	514	100	3.2
TACTICAL AND STRATEGIC PLANNING SKILLS	40	8	133	26	222	44	93	18	15	3	503	100	2.8
TEAM PLAYER SKILLS	68	13	109	21	241	47	90	18	5	1	513	100	2.7
TECHNICAL EXPERTISE	58	11	94	19	222	44	120	24	12	2	506	100	2.9
WELL-DEFINED CAREER&WORK ASPIRATIONS	34	7	148	29	244	47	85	17	4	1	515	100	2.8
WELL-DEVELOPED WORK HABITS	63	12	131	26	238	46	74	14	6	1	512	100	2.7
WILLINGNESS TO CONTINUE EDUCATION	23	5	44	9	196	39	217	43	25	5	505	100	3.4
WILLINGNESS TO LEARN	85	17	55	11	151	29	198	38	26	5	515	100	3.0
WILLINGNESS TO RELOCATE	37	7	75	14	234	45	130	25	44	8	520	100	3.1
WILLINGNESS TO TAKE EXTRA ASSIGNMENTS	32	6	92	18	214	42	162	32	10	2	510	100	3.1
WILLINGNESS TO TRAVEL	15	3	53	10	196	38	196	38	50	10	510	100	3.4
WORK EXPERIENCES	32	6	136	27	244	48	88	17	13	3	513	100	2.8
WRITTEN COMMUNICATION SKILLS	98	19	173	33	207	39	42	8	6	1	526	100	2.4

Continued . . .

Observations: Among most new college graduates interviewed by recruiters on college and university campuses, certain improvements are needed to make them more productive for work in business, industry, government, and education. Rated from highest to lowest, the list of recruiter recommendations for improvement of college students is provided:

Written communication skills
Decision-making skills
Attitude towards the work ethic
Oral communication skills
Judgement skills
Maturity
Well-developed work habits
Interpersonal skills
Adaptability
Initiative
Ability to get things done
Well-defined career and work aspirations
Problem-solving abilities
Ability to accept responsibility
Organizational abilities
Flexibility
Team player skills
Tactical and strategic planning skills
Diplomacy and tactfulness
Work experiences
Ability to delegate
Dependability
Energy and ambition
Motivational abilities
Enthusiasm
Innovative ideas
Self-confidence and poise
Ethics
Perseverance
Ability to be an example to others
Technical expertise
Assertiveness and aggressiveness
Reliability
Honesty and integrity
Willingness to learn
Courteousness
Persuasion, marketing, and sales abilities
Budgeting abilities
General business skills
Willingness to take extra assignments
Entrepreneurial spirit
Friendliness
Suitable appearance
Willingness to relocate
Sociability
Competitive abilities
Campus leadership activities
Interest in current events
Sense of humor
Willingness to continue education
Willingness to travel
Physical fitness
Foreign language competencies

Which of the following are provided to dual-career couples when one spouse is hired by your organization?

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOT-AL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
POLICY ON DUAL-CAREER COUPLES													
CONSULTATION SERVICES	32	6	42	8	103	19	105	20	254	47	536	100	3.9
CONTACTS WITH LOCAL ORGINATIONS	35	6	93	17	181	33	87	16	149	27	545	100	3.4
DAY CARE FACILITIES	24	4	20	4	36	7	70	13	389	72	539	100	4.4
EMPLOYMENT AGENCY ASSISTANCE	20	4	33	6	103	19	95	18	280	53	531	100	4.1
HOUSING/APARTMENT ADVICE	154	28	138	25	146	27	34	6	75	14	547	100	2.5
INTERVIEWS WITHIN YOUR ORGANIZATION	94	17	102	19	177	32	65	12	111	20	549	100	3.0
JOB SEARCH STRATEGIES	28	5	60	11	143	26	136	25	174	32	541	100	3.7
MARKET PLANNING	13	2	13	2	74	14	123	23	306	58	529	100	4.3
RELOCATION ALLOWANCE	179	33	79	14	78	14	50	9	163	30	549	100	2.9
RESUME DISTRIBUTION	36	7	51	10	131	24	103	19	215	40	536	100	3.8
RESUME WRITING SERVICES	15	3	22	4	54	10	97	18	349	65	537	100	4.4
SCHEDULING OF INTERVIEWS	17	3	21	4	84	16	114	21	299	56	535	100	4.2
TOURS OF LOCAL COMMUNITY	78	14	79	15	144	26	86	16	157	29	544	100	3.3
TRAVEL COSTS	190	35	79	14	82	15	51	9	145	27	547	100	2.8

Observations: According to surveyed employers, selected services and assistance are provided to dual career couples when one spouse is hired by an organization. Almost always offered are housing and apartment advice. Sometimes provided are contacts with local organizations, interviews within an organization for the spouse when appropriate, tours of local communities, and advice on resume distribution to other organizations. Seldom provided are market planning, scheduling of interviews with other organizations, consultation services, employment agency assistance, resume writing services, and day care facilities.

For which of the following relocation expenses does your organization reimburse new college hires?

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
REIMBURSING RELOCATION EXPENSES													
HOUSE/APARTMENT HUNTING TRIP	193	33	47	8	62	11	66	11	211	36	579	100	3.1
MOVING COSTS	244	42	63	11	61	10	46	8	169	29	583	100	2.7
TRANSPORTATION EXPENSES	260	45	69	12	63	[illegible]	35	6	154	27	581	100	2.6
TEMPORARY HOUSING ALLOWANCE	179	31	50	9	75	[illegible]	66	11	206	36	576	100	3.1
INCIDENTAL MOVING EXPENSES ALLOWANCE	143	25	48	8	83	14	82	14	223	39	579	100	3.3
EXPENSES FOR DEPENDENTS	153	27	43	7	61	11	70	12	247	43	574	100	3.4

Observations: Relocation expenses are sometimes reimbursed by surveyed organizations for new college hires. Listed according to those most often reimbursed relocation expenses included transportation expenses, moving costs, house or apartment hunting trip, temporary housing allowance, expenses for dependents, and an incidental moving expenses allowance.

Minority populations continue to grow and will likely comprise more than 33 percent of the United States population by the 21st century. However, minority populations also face the highest dropout rates among high school and college students. These high dropout rates may cause serious problems in the labor market over the next several decades. In response to this situation, which of the following are currently practiced by your organization?

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOT-AL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
MINORITY CAREER AND TRAINING PROGRAMS													
ATTEND MINORITY CAREER FAIRS	99	17	98	17	172	30	86	15	115	20	570	100	3.0
AWARD SCHOLARSHIPS FOR MINORITIES	51	9	30	5	127	23	90	16	260	47	558	100	3.9
OFFER INTERNAL TRAINING PROGRAMS	137	25	150	27	171	31	48	9	49	9	555	100	2.5
DISTRIBUTE EMPLOYMENT OPPORTUNITIES	163	29	133	24	144	25	57	10	68	12	565	100	2.5
VISIT HIGH SCHOOL & COLLEGE CLASSES	111	20	129	23	169	30	73	13	84	15	566	100	2.8
OFFER PART-TIME POSITIONS FOR MINORTIES	98	17	52	9	202	36	97	17	113	20	562	100	3.1
OFFER TRAINING SCHOOLS FOR MINORITIES	19	3	20	4	93	17	134	24	285	52	551	100	4.2
ORGANIZE MINORITY SUPPORT GROUPS	29	5	22	4	95	17	125	22	285	51	556	100	4.1
PROVIDE INTERNSHIPS FOR MINORITIES	124	22	66	12	138	25	71	13	158	28	557	100	3.1
PROVIDE SPEAKERS FOR H.S. CAREER PRGMS	112	20	88	15	181	32	84	15	103	18	568	100	3.0
PROVIDE SUMMER EMPLOYMENT FOR MINORITIES	150	26	88	16	177	31	55	10	97	17	567	100	2.8
PROMOTE VISIBILITY FOR MINORTIES	93	17	108	19	209	37	71	13	78	14	559	100	2.9

Observations: In response to this situation, surveyed employers are distributing literature among high school and college graduates regarding employment opportunities within their organizations, providing summer employment within their organizations for minorities, developing present employees through internal training programs, providing internships and cooperative education programs for minorities, encouraging organization representatives to visit high school and college classes, providing speakers for high school career programs, promoting greater visibility for minority employees already on their staffs, attending minority career fairs, and offering part-time positions for minorities.

Seldom are these organizations offering programs or training schools for special needs of minorities, organizing minority support groups, or awarding scholarships and grants for minorities.

In your opinion, how would you rate the overall job market for new college graduates this year (1988-89) in the following categories? Only those categories normally hired by an organization were rated. Responses are listed by TYPES OF GRADUATES.

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOT-AL
	EXCELLENT		VERY GOOD		GOOD		FAIR		LIMITED				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HOW YOU RATE OVERALL JOB MARK													
BACHELORS GRADUATES	63	14	144	33	152	35	48	11	29	7	436	100	2.6
WOMEN GRADUATES	113	21	199	38	149	28	39	7	27	5	527	100	2.4
MINORITY GRADUATES	168	32	150	29	117	22	49	9	41	8	525	100	2.3
HANDICAPPER GRADUATES	52	12	82	18	147	33	82	18	84	19	447	100	3.1
MASTER GRADUATES	40	11	108	29	138	37	36	10	47	13	369	100	2.8
MBA GRADUATES	31	10	86	27	102	32	43	14	55	17	317	100	3.0
DOCTORAL GRADUATES	31	11	62	21	75	26	47	16	76	26	291	100	3.3

Definitions: Excellent- Many more positions than college graduates, **Very Good-** A few more positions than college graduates, **Good-** Approximately as many college graduates as positions, **Fair-** A few more college graduates than positions, and **Limited-** Many more college graduates than positions.

Observations: According to surveyed employers, both minority and women college graduates will be facing a very good overall job market this year. For other categories of new college graduates, the job market is rated as good: master's degree graduates, bachelor's degree graduates, handicapper graduates, MBA graduates, and doctoral degree graduates.

In your opinion, how would you rate the overall job market for new college graduates this year (1988-89) in the following categories? Only those categories normally hired by an organization were rated. Responses are listed for each ACADEMIC MAJOR at the bachelor's degree level.

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOT-AL
	EXCELLENT		VERY GOOD		GOOD		FAIR		LIMITED				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HOW YOU RATE OVERALL JOB MARKET													
AGRICULTURE	4	2	11	6	22	13	47	27	88	51	172	100	4.2
NATURAL RESOURCES	5	3	7	4	30	19	39	25	77	49	158	100	4.1
ACCOUNTING	48	12	128	32	126	32	59	15	36	9	397	100	2.8
FINANCIAL ADMIN	21	7	74	23	121	38	52	16	52	16	320	100	3.1
GEN BUS ADMIN	21	6	71	21	139	42	62	19	41	12	334	100	3.1
HOTEL REST INST MGT	25	14	38	21	41	22	30	16	49	27	183	100	3.2
MARKETING/SALES	32	10	93	30	102	33	36	12	49	16	312	100	2.9
PERSONNEL	8	3	39	13	79	26	98	32	80	26	304	100	3.7
ADVERTISING	5	2	27	13	64	30	53	25	65	30	214	100	3.7
COMMUNICATIONS	3	1	31	14	74	33	57	25	59	26	224	100	3.6
JOURNALISM	4	2	18	8	54	25	69	33	67	32	212	100	3.8
TELECOMMUNICATION	14	7	40	21	54	28	41	21	46	24	195	100	3.3
EDUCATION	30	12	43	17	77	31	48	19	52	21	250	100	3.2
CHEMICAL ENGR	40	17	56	23	66	27	23	10	56	23	241	100	3.0
CIVIL ENGR	17	7	42	18	69	30	46	20	55	24	229	100	3.3
COMPUTER SCIENCE	73	20	126	35	91	25	37	10	36	10	363	100	2.6
ELECTRICAL ENGR	58	20	95	32	79	27	12	4	52	18	296	100	2.7
INDUSTRIAL ENGR	20	8	57	22	99	39	31	12	49	19	256	100	3.1
MECHANICAL ENGR	35	11	100	32	100	32	30	10	44	14	309	100	2.8
HUMAN ECOL/HOME ECONOMICS	5	3	4	2	38	23	50	31	66	40	163	100	4.0
ENGLISH	10	4	17	7	72	31	71	31	62	27	232	100	3.7
HISTORY	6	3	11	5	49	22	71	32	84	38	221	100	4.0
FOREIGN LANGUAGES	9	4	20	10	53	26	48	24	73	36	203	100	3.8
CHEMISTRY	17	7	52	22	85	37	35	15	43	19	232	100	3.2
GEOLOGY	10	6	19	11	44	25	40	22	66	37	179	100	3.7
MATHEMATICS	16	7	52	22	83	35	47	20	38	16	236	100	3.2
PHYSICS	9	4	37	18	72	36	41	20	42	21	201	100	3.3
NURSING	74	39	25	13	24	13	17	9	52	27	192	100	2.7
RETAILING	10	6	36	21	49	29	25	15	49	29	169	100	3.4
SOCIAL SCIENCE	8	4	19	10	50	26	64	33	55	28	196	100	3.7

Continued . . . .

Definitions: **Excellent** - Many more positions than college graduates, **Very Good** - A few more positions than college graduates, **Good** - Approximately as many college graduates as positions, **Fair** - A few more college graduates than positions, and **Limited** - Many more college graduates than positions.

Observations: According to surveyed employers, this year's (1988-89) overall job market for new college graduates by academic major, in order of demand, will rate as follows:

Good

- Accounting
- Advertising
- Chemical Engineering
- Chemistry
- Civil Engineering
- Computer Science
- Education
- Electrical Engineering
- Financial Administration
- General Business Administration
- Hotel, Restaurant, and Institutional Mgmt.
- Industrial Engineering
- Marketing/Sales
- Mathematics
- Mechanical Engineering
- Nursing
- Physics
- Retailing

Fair

- Agriculture
- Chemistry
- Communications
- Geology
- Human Ecology/Home Economics
- Journalism
- Liberal Arts/Humanities
- Natural Resources
- Personnel Administration

During the last three years, what percentage of new college hires have left your organization? Responses are listed for each EMPLOYER CATEGORY.

	TURNOVER OF NEW HIRES IN PERCENTAGES											
	FIRST YEAR				SECOND YEAR				THIRD YEAR			
	TECHNICAL GRADUATES		NON-TECHNICAL GRADUATES		TECHNICAL GRADUATES		NON-TECHNICAL GRADUATES		TECHNICAL GRADUATES		NON-TECHNICAL GRADUATES	
	N	MEAN	N	MEAN	N	MEAN	N	MEAN	N	MEAN	N	MEAN
EMPLOYER CATEGORIES												
ACCOUNTING	12	5.2	15	8.3	12	5.2	15	8.9	12	5.2	15	8.9
AEROSPACE	15	7.5	14	3.1	14	5.3	14	4.9	14	5.3	14	4.9
AGRIBUSINESS	12	4.8	12	0.5	12	1.8	12	0.7	12	1.8	12	0.7
AUTOMOTIVE	19	0.5	19	1.2	19	1.9	19	1.9	19	1.9	19	1.9
BANKING FIN	24	2.9	32	10.3	26	5.7	31	9.3	26	5.7	31	9.3
CHEMICALS	15	3.5	14	2.1	15	4.9	14	3.4	15	4.9	14	3.4
COMMUNICATION	1	0.0	1	2.0	1	0.0	1	6.0	1	0.0	1	6.0
CONSTRUCTION	25	1.8	24	2.5	25	2.3	24	2.2	25	2.9	24	2.2
EDUCATION	67	1.6	83	3.0	68	1.7	83	2.5	68	1.7	83	2.5
ELECTR MACH	38	3.3	30	3.1	38	7.7	29	7.0	38	7.7	29	7.0
FOOD PROCESSING	13	1.8	15	4.3	12	3.1	15	6.3	12	3.1	15	6.3
PACKAGING	12	0.8	11	2.3	12	1.2	11	4.1	12	1.2	11	4.1
GOVERNMENT	20	2.6	21	3.3	20	3.5	21	4.6	20	3.5	21	4.6
HOSPITALS	15	7.9	15	6.6	15	5.0	15	4.9	15	5.0	15	4.9
HOTELS MOTELS	20	3.3	20	11.0	20	2.0	20	3.8	20	2.0	20	3.8
MERCHANDISING	21	0.6	24	5.7	20	1.3	22	7.4	20	1.3	22	7.4
METALS PRODS	16	0.8	15	1.2	16	1.0	14	1.6	16	1.0	14	1.6
MILITARY	3	2.0	3	4.0	3	0.7	3	1.3	3	0.7	3	1.3
PETROLEUM	9	0.7	7	0.9	9	1.3	7	4.1	9	1.3	7	4.1
PRINTING PUBL	15	0.0	17	1.2	15	2.7	17	2.8	15	2.7	17	2.8
UTILITIES	34	1.6	34	0.8	34	2.4	34	1.6	34	2.4	34	1.6
RESEARCH	29	5.4	26	2.7	28	6.0	27	7.1	28	6.0	27	7.1
SERV VOL ORGS	1	0.0	1	25.0	1	0.0	1	10.0	1	0.0	1	10.0
TIRE RUBBER	3	2.0	2	1.0	3	1.3	2	1.0	3	1.3	2	1.0
CONGLOMERATES	12	3.8	11	3.9	12	5.8	11	5.4	12	5.8	11	5.4
OVERALL TOTALS	451	2.7	466	3.9	450	3.5	462	4.4	450	3.5	462	4.4

Continued . . .

Observations: According to surveyed employers, 9.7% of new college graduates with technical degrees have left their organizations during the last three years. Those organizations experiencing the highest turnover rates for technical graduates were electronics and electrical equipment (18.7%); aerospace and components (18.1%); hospitals and health services (17.9%); research and/or consulting services (17.4%); accounting (15.6%); diversified conglomerates (15.4%); banking, finance, and insurance (14.3%); and chemicals, drugs, and allied products (13.3%).

Employer categories with turnover rates of less than 10% for technical graduates during the last three years included governmental administration (9.6%); agribusiness (8.4%); food and beverage processing (8.0%); construction and building materials manufacturing (7.6%); hotels, motels, restaurants, and recreational facilities (7.3%); public utilities, including transportation (6.4%); printing, publishing, and informational services (5.4%); educational institutions (5.0%); tire and rubber products (4.6%); automotive and mechanical equipment (4.3%); the military (3.4%); petroleum and allied products (3.3%); glass, packaging, and allied products (3.2%); merchandising and retailing industries (3.2%); and metals and metal products (2.8%).

New non-technical college hires left surveyed organizations at a rate of 12.7% during the last three years. Experiencing the highest turnover rates for non-technical graduates were service and volunteer organizations (45.0%); banking, finance, and insurance (28.9%); accounting (26.1%); merchandising and retailing industries (20.5%); hotels, motels, restaurants, and recreational facilities (18.6%); electronics and electrical equipment (17.1%); food and beverage processing (16.9%); research and/or consulting services (16.9%); hospitals and health services (16.4%); diversified conglomerates (14.7%); communication including radio, TV, and newspapers (14.0%); aerospace and components (12.9%); governmental administration (12.5%); and glass, packaging, and allied products (10.5%).

Experiencing turnover rates of less than 10% for non-technical graduates were petroleum and allied products (9.1%); chemicals, drugs, and allied products (8.9%); educational institutions (8.0%); construction and building materials manufacturing (6.9%); printing, publishing, and informational services (6.8%); the military (6.6%); automotive and mechanical equipment (5.0%); metals and metal products (4.4%); public utilities, including transportation (4.0%); tire and rubber products (3.0%); and agribusiness (1.9%).

Does your organization require testing of new college graduates for the following:

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOT-AL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
EXISTENCE OF A TESTING PROGRAM													
DRUG USE	176	27	9	1	25	4	27	4	426	64	663	100	3.8
AIDS	11	2	1	0	9	1	11	2	619	95	651	100	4.9
ALCOHOL LEVEL	67	10	6	1	22	3	25	4	532	82	652	100	4.5

Observations: According to employers responding to this survey, drug testing of new college graduates was required by 32% last year, an increase from 27% in 1987-88 and 20% using drug screening in 1986-87. However, presently 64% of the surveyed employers "never" require drug testing.

AIDS testing of new college graduates was required by 3% of the employers responding to this survey, an increase from 2% requiring AIDS testing last year.

Testing of new college graduates for alcohol levels was required by 14% of the survey respondents, an increase from 9% of the surveyed employers who were screening new college graduates for alcohol levels last year.

If your organization does not presently screen job applicants for the following, do you expect to initiate a testing program?

	RESPONSE CATEGORIES												
	WITHIN ONE YEAR		WITHIN TWO YEARS		WITHIN FIVE YEARS		NOT LIKELY		DO NOT KNOW		TOTAL RESPONSE		TOT-AL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
PLAN FOR A TESTING PROGRAM													
DRUG USE	27	6	27	6	51	11	202	44	152	33	459	100	3.9
AIDS	8	1	16	3	30	5	313	52	233	39	600	100	4.2
ALCOHOL LEVEL	18	3	15	3	33	6	273	50	208	38	547	100	4.2

Observations: Of the organizations that do not currently screen job applicants for drug use, 6% intend to initiate a drug testing program within the next year, 12% within two years, and 23% within five years. Of the organizations not currently screening job applicants for AIDS, 1% intend to initiate an AIDS testing program within one year, 4% within two years, and 9% within five years. Of the organizations not currently screening job applicants for alcohol levels, 3% intend to initiate an alcohol testing program within one year, 6% within two years, and 12% within five years.

EMPLOYERS RESPONDING TO RECRUITING TRENDS 1988-89

-A-

A T & T Network Systems
A T Kearney Inc
AAI Corp
Abitibi-Price
Acme-Cleveland Corp
Aetna Life & Casualty
Aire Masters Ind
AIS Construction Equipment
Albion Public Schools
Allegheny Ludlum Steel
Algonac Community Schools
Allen Bradley Co
Allied Aftermarket Division
Allied Airesearch
Almont Community Schools
Alside Corporation
Alsine Indep Schl Dist
American Airlines
American Breeders Service
American Management Systems
American President Lines
American Water Works Services Co Inc
Ameritech Services
Ames Laboratory
Amoco Corp
Anheuser Busch Co
Ann Arbor Public Schools
Appleton Area School District
Applied Materials
Applied Physics Lab
ARA Bus Food Mgmt
Arch Bishop Bergan Hospital
Archer Daniels Midland Co
Arco Oil & Gas
Arkansas Power & Light
Armor All Products
Arthur Andersen & Co
Asarco Inc
Ashland Chemical Co
Assoc Retarded Children
Atlantic Electric
Atlas Powder Co
Aurora Public Schools
Austin Indep Schl Dist
Autolite
Automatic Data Process

-B-

B F Goodrich Co
B P America Inc
Baker Engineers
Baldwin Park Unif Schl Dist
Baltimore Aircoil Co
Baltimore Gas & Electric
Bangor Public Schools
Bank South
Bankers Trust Co
Barber Colman Co
Bartlett & Co
Barton Aschman Assoc
BASF Corp
BASF Corp Coatings & Inks Div
BASF Corp Fibers Div
Battelle Memorial
Battle Creek Public Schools
Baxter Healthcare Corp
Bay City Public Schools
BBN Advanced Computers
BDO Seidman-CA
BDO Seidman-MI
Beacon Hotel Corp
Beatrice Co
Beatrice Hunt-Wesson
Beech Aircraft Corp
Beene Garter & Co
Belk Stores Service Inc
Bell Helicopter Text
Bell Telephone of PA
Beloit School District
Bendix Oceanics Div
Benton & Bowles
Beurmann-Marshall
Bibb County Bd of Education
Big Rapids Public Schools
Bill Knapps
Bloom Engineering Co
Bloomfield Hills School District
Blue Cross/Blue Shield-Iowa
Boatmens First Natl Bank of KC
Bodine Electric Co
Boehringer Ingelhein

Boise Cascade Timber
Booker Assoc Inc
Boston Edison Co
Boy Scouts of America
Boys Clubs of America
Boysville of Michigan
Bridgeport Public Schools
Bridgeport-Spaulding
Briggs & Stratton
Brighams
Broad, Vogt & Conant
Brookings Institute, The
Brown & Root Co
Brown Printing Co
Brown Shoe Co
Buena Vista School
Burgess & Niple LTD
Burlington Indust Inc

-C-

C F Industries Inc
Cahill-Stone Inc
Calgon Corp
Calif Institute Of Tech
Calif Thrift & Loan
Canadaigua City School District
Carabell Leslie & Co
Carnation Co
Caro Regional Mental Health Center
Carolina Telephone
Carrier Corp Elliott
Carson Pirie Scott
Carstab Products
Carter Hawley Hale
Cenex Land O Lakes
Centerior Energy
Central Illinios Public Schools
Cessna Aircraft
Charles of the Ritz
Charleston Cnty School District
Chase Manhattan Bank
Chem-Trend Inc
Chesaning Union School
Chevron USA
Chicago and North Western Trans Co
Christina School District
Chrysler Corp-Detroit
Chrysler Corp-Highland Park
Cigna Corp
Cincinnati Bell Inc
Cincinnati Milacron
Cini-Little International
CIS Corp
Citicorp/Citibank
Citicorp Savings
Cleveland Pneumatic
Climax Scott Schools
Comptroller of the Currency
Consolidated Gas
Collier Cnty Public Schools
Columbia Gas Dist
Combustion Engineering, Inc
Comerica Inc
Community Mental Health-Ingham
Community Mental Health-Ludington
Compuserve Inc
Condisco Inc
Cone Mills Corp
Congoleum Corp
Copy Duplicating
Cooker Restaurant Corp
Countrymark
Courtyard-Marriott
Covert Public Schools
Cozad City Schools
Creare Inc
Creative Solutions
Crestar Bank
Crested Butte Mountain Resort
Crown Wood Prod
CRS Sirrine Inc
CRST International
Crystal Mountain
Cubic Corp
Cyclops Corp

-D-

Dallas Police Dept
Dart Container Sales
Dearborn Public Schools
Decatur Memorial Hospital
DEF Contract Audit
Denver Public Schools
Detroit City Personnel
Detroit Edison Co
Detroit Public Schools
DeWitt Public Schools
Dexter Corp
Diecast Corp
Dieterman, Linden, Manske, & Co
Donaldson Co Inc
Douglas Schl Dist 51-1
Dow Chemical USA
Duluth Indep Schl Dist #709
Duplex Products Inc
Duquesne Light Co

-E-

E-Systems Inc
Earlham School of Religion
East Grand Rapids Public Schools
East Lansing Public Schools
Eastman Kodak Co
Eaton Corp
Eaton Indep Schl Dist
Eau Claire School District
Ecolab
Educ Pers Dev Systems
Education Systems Corp
Edwards Brothers
El Paso School District
Electronic Data Systems
Eli Lilly and Co
Emerson Power Transmission Corp
Entertaining Moments
Environmental Care Inc
Ericsson
Erie Insurance Group
Ernst & Whinney
Escambia School Board
Esco Corp
ESPN
ETC Corp
Ethicon Inc
Evansville-Vanderbur
Exxon Central Services

-F-

Fairlane Club/Manor
Falk Corp
Fairmont Builders
Family Buggy Restaurants, Inc
Farm Credit Service
Farmington Public Schools
Fashion Bar Inc
Federal Grain Inspection Serv
Federal Highway Administration
Federal-Mogul Corp
Federal Reserve Bank
Fieldcrest Cannon, Inc
Fifth Third Bank
Firestone Ind Products
Firestone Tire & Rub
First of America
First Bank System, Inc
First Capital Financial Corp
First Federal of Michigan
First Interstate
First Trust-St. Paul
Flexible Corp
Florida Atlantic Univ
Fluor Daniel Inc
Foley's Dept Store
Foodarama Supermarkets
Ford Electr & Refrid
Ford Motor Co
Ford Motor Credit
Ford Motor Sales Operations
Formation Inc
Fort Bend Indep Schl Dist
Frederick County School System
Free Library Philadelphia
Fremont Public Schools
Friendly Ice Cream Corp
Fuller Company
Furnass Electric Co

-G-

Gallup-Mc Kinley Co
Gamse Lithographing
Garland Resort
Gatx Corp
General Atomics
General Dynamics
General Electric
General Mills
General Motors Corp
General Motors/BOC
General Motors Oldsmobile
General Public Utilities
General Telephone Arizona
General Telephone Connecticut
General Telephone Co Florida
General Telephone North Inc
General Telephone Southwest Inc
Geo C Marshall Center
George A Hormel & Co
Georgetown Board of Education
Globe-Union Inc
Gold Kist Inc
Golden Corral
Goldwater Dept Store
Goodyear Tire & Rubber
Goulds Pumps, Inc
GPU Nuclear Corp
Grace Dist Services
Grand Ledge Public Schools
Granite Construction Co
Grant Thornton
Great Lakes Junior College
Great Northern Paper

Greenwich Public Schools
Greif Brothers Corp
Grisanti's Inc
Guardian Industries

-H-

H-E-B Grocery Co
Haggar Apparel Co
Hallmark Cards
Hartford County Public Schools
Hanson Engineers Inc
Hazeltine Corp
Hechts Department Store
Hendrix & Dial Inc
Henry Ford Hospital
Herman & Maclean PC
Highland Park, City of
Highlands County School Board
Hillenbrand Ind
Hills Department Stores
Hilton Hotel Corp
Homestead, The
Honeywell Avionics
Horace Mann Insurance Co
Hospital Dietary Service
Household Financial Service
Hughes Aircraft Co
Hunt Petroleum Corp
Huntington National Bank
Hyde Athletic Industries Inc

-I-

IBM Corp
IBP Inc
Ideal Industries Inc
Illinois Dept of Transportation
Illinois Farm Bureau
Inco US Inc
Independent School District #281
Indian River School District
Indiana Dept of Natural Resources
Indiana Farm Bureau
Indiana State Division
Industrial Serv Tech
Ingersol-Rand Co
Ingham County Coop Ext
Ingham Intermediate School District
Inmos Corp
Insurance Service Office
Intel Corp
Interntl Minerals & Chemical Corp
Interstate Container
Interstate Power Co
Iowa Dept of Corrections
Iowa Dept of Personnel
Iowa Power & Light
ITT

-J-

J R Simplot Co
J Riggings
J Walter Thompson Co
Jackson Laboratory
Jackson Public Schools
Jantzen Inc
JC Penney Co Inc
Johnson & Johnson
Johnson Wax
Johnsonville Sausage
Jordan School District

-K-

K Mart Computer Division
K Products Inc
Kalamazoo Public Schools
Kaman Instrumentation
Kansas City, City of
Kansas Dept of Transportation
Kansas Division of Personnel Serv
Karsten Manufacturing Corp
KCL Corp
Keithley Instruments, Inc
Kellogg Co
Kent County Public Schools
Kentucky Power Co
Kenworth Truck Co
Kern High School District
Kurt Salmon Associates

-L-

L D Hepfer & Co
L S Ayers & Co
Laclede Gas Co
Lake Forest School District #67
Lakewood Public Schools
Lancaster General Hospital
Lansing School District
Lansing Tri-County Reg
Le Ran Copper & Brass
Lenox Hill Hospital
Levy Restaurants
Liberty Mutual Insurance Group
Lindberg Heat Treating Co
Lintas: Campbell-Ewald
Livingston Soil Conservation Dist
LNR Communications Corp
LOF Glass
Loma Linda University of Medicine
London Industries
Long Beach Unified School District
Los Angeles Unified School District
Lotus Development
Lovebox Co Inc
Lummus Crest Inc
Lynwood Unified School District

-M-

M & M Mars
M-I Drilling Fluids Co
Mack Trucks Engr Div
Magnavox Advance Prod
Manchester, The
Manufacturers Bank of Detroit
Manufacturers Hanover
Manville Corp
Marathon Oil Co
Marion Laboratories
Marshall Fields
Martin Marietta
Mason City Community School Dist
Masonite Corp
Mass Mutual Life Insurance Co
May's Department Store
Maytag Co
McAllen Indep School District
McDonnell Douglas-Huntington Beach
McDonnell Douglas-Long Beach
MCI
McMahon & McDonald Food Brokers
McNeil Pharmaceutical
MCV Hospitals
Mears/CPG Inc
Mechanical Technology Inc
Medical Center Hospital
Memorex
Memphis City Schools
Mena School District
Menasha Corp
Mercury Marine
Meridian Bancorp Inc
Meridian Oil Inc
Merrimack Valley Woo
Merskin & Merskin PC
Metcalf & Eddy
Metropolitan Edison Co
Metro Life Insurance Co
Metro Mobile
Mettler Inc
Michelin Tire Co
Michigan Bell
Michigan Dept of Licensing & Reg
Michigan Dept of Transportation
Michigan Education Association
Michigan Office of the Auditor Gen
Midland Public Schools
Midwest Energy
Milford Public Schools
Millard Public Schools
Milwaukee County Dept of Hum Res
Minnesota Mutual Life
Missouri Hwy & Transportation
Mobil
Montana Deaconess
Monumental Life Insurance
Moore Business Forms
Moore Products Co
Monroe, City of
Montgomery County Public Schools
Morgan Guaranty Trst
Morton Salt Co
Motorola Semiconductor
Motorola Inc & Govt
Mountain Co Inc
Mt Pleasant Public Schools
Mullins School District #2
Murray Hotel
Muskegon County Personnel Dept

-N-

Nabisco Brands Inc
NASA
National Bank of Detroit
Natick Public Schools

National City Corp
National Financial Service
National Lumber Co
Navistar International-Chicago
Navistar International-Fort Wayne
NCR Corp
Neiman Marcus
Neville Chemical Co
Newark Central School District
New Center Vocational Program
New Departure Hyatt
New England Electric
New Jersey Bell
New Mexican, The
New Penn Motor Express
New York State Insurance
New York State Transportation
Newburgh Enlarged City Schl Dist
Newhall School District
Newman Foundry Division
Newport City School District
Newspaper Printing
Nippersink Resort
NOAA Corps Commissioned Personnel
Norfolk City Schools
Norfolk Southern Co
North American Life & Health
Northern Telecommunications Inc
Northern Trust-Chicago
Northern Illinois Gas Co
Northern States Power Co
Northrop Corp
Northwest Pipeline
Northwestern University

-O-

Oakland Unified School District
Oakland University
O'Brien & Gere
Occidental Chemical Corp
Official Airline Guide
Ohio Casualty
Ohio Edison Co
Old Kent Bank of Cadillac
Old Kent Bank Trust
Olin
Olin Defense Systems
Omaha Public Schools
Omark Industries
Orange County Public Schools
Orlando Regional Medical Center
ORO Manufacturing
Osseo Ind School District #279
Ostego Public Schools
Owens-Corning
Owosso Public Schools

-P-

Pacific Lighting Corp
Pacific Telecommunications Inc
Pansophic Systems Inc
Paper Converting Machine Co
Paradyne Corp
Paragon Restaurant System
Park District of Highland
Parker & Amchem
Peace Corps Recruiting Office
Pearl Harbor Naval Shipyard
Pekin Community Schools
Pennsylvania Electric Co
Pennsylvania Power & Light Co
Pennsylvania State Civil Serv Comm
Pepsico Food Systems
Petoskey Public Schools
Pfizer Inc
Philip Morris USA
Pillsbury Co
PIRG
Plante & Moran
Pontiac School District
Plastronic Packaging Corp
Pomeroys-Levittown
PPG Industries Inc
Pratt & Whitney
Precision Castparts Corp
President Tuxedo
Presto Products Inc
Prestolite Electric Inc
Price Waterhouse
Principal Financial Group, The
Princeton High School
Printpack Inc
Procter & Gamble
Professional Service Industries
Prudential Financial Services
Public Service-Oklahoma
Public Service-Indiana
Puff's of Petoskey
Pulte Home Corp-Colorado
Pulte Home Corp-Illinois

-Q-

Quaker Oats
Quantum Chemical Corporation

-R-

R J Reynolds Tobacco
R L Polk & Co
Racal-Milgo Inc
Radio Shack
Ralston Purina Co
Rand Corp
Raymondville Indep School Dist
Reading Hospital & Medical Center
Record Systems & Equipment
Recruit USA Inc
Red Clay Consol School District
Regal Ware Inc
Renaissance Health Care Inc
Reynolds Metal Co
Richard D Irwin
Richland County School District #1
Riley Stoker Corp
River Valley Schools
Riverside Research Institute
Roanoke Memorial Hospital
Robert Morris College
Robertson Brothers Co
Rochester Community Schools
Rockwell International
Ruby Tuesday/Ln Seafood
Rush Presby St Lukes
Russell Business Forms

-S-

S & M Heating Sales
S M S
Saginaw, City of
Saginaw Pub Schls
Salem Hospital
Salt Lake City Schls
Salt River Project
Sami/Burke Inc
San Antonio Public Service
San Diego City Schools
Sante Fe School District
Sargent & Lundy
South Carolina School for the Deaf
Schindler Elevator Corp
Schippers Kintner Ro
Schlumbergers
School Guide
Schuler's Restaurant
Scientific Atlanta
Scientific Calculations
Scientific Systems
Scott Paper Co
Scranton School District
Seafirst
Seattle First National Bank
Seiler Corp
Seligman & Assoc
Servomatron Corp
Shaker Hts City Schl Dist
Shawmut Bank
Sheraton Lakeside Inn
Sioux Valley Hospital
Slakey Brothers Inc
Snap-On-Tools
Solar Turbines Intl
Souran Financial Corp
South Central Bell
South Redford Schls
Southeastern MI Gas
Southern Bell T & T
Southern New England Telephone
Southwest Research Institute
Southwestern Public Service
Sparton Electronics
Spinnaker's Restaurant
St Francis RMC
St Johns Hospital
St Josephs Hospital
Standard Federal Bank
Steketee's
St Louis County Water
St Marys Health Service
St Marys Hospital
St Paul Public Schools
Stalker Corp
Stambaugh Thompson
Star Bank Cincinnati
Strawbridge & Clothier
Sun Financial Group
Sundstrand Corp
Super Crost Seeds
Sverdrup Tech Inc
Swiss Colony, The
Syracuse Research Co
Systematics
Systems Research Labs

-T-

Taco Bell Corp-CA
Taco Bell Corp-MI
Taylor Publishing Co
Teknor Apex Co
Telmark Inc
Tennant Co
Tenneco Inc

Texas Instruments
Thermotron Industries
Thomas & Betts Corp
Thomson Consumer Electronics
Three M
Todd City School District
Toledo Public Schools
Topeka Shawnee District #501
Toro Co
Total Petroleum
Touche Ross & Co
Town & Country Fashions
Transamerica Dist
Transp Res Board
Tri-State Hospital Supply
Trinova Corp
Troy Design Inc
Troy School District
TRW
Tucson Unif Schl Dist
Tulsa Public Schools
Turner Corp

-U-

U O P Inc
Uarco
Union Camp Corp
Union Electric Co
Union Rock & Materials
Uniroyal Goodrich
Unisys
United Illuminating Co
United McGill Corp
United Methodist Publishing House
United Technologies, Pratt & Whitney
United Technologies-CT
Universal Data Systems
University Hospital
University of Iowa
UNUM
Upshur Cnty School District
US Air Force
US Dept of Energy
US Dept of Justice
US Dept of Labor
US Federal Bureau of Prisons
US General Accounting Office
US Geological Survey
US Internal Revenue Service
US Marine Corps
US NASA Ames Research Cntr
US NASA Lewis Research Cntr
US National Labor Relations Bd
US Navy-IN
US Navy-MI
US Office Pers Mgmt
US Shoe Corp
US Social Security Admin
USV Pharmaceutical
Utica Comm Schls

-V-

Valley National Bank of Arizona
Valmont Industries
Vanity Fair Mills
Veterans Administration
Vista Chemical Co
Vista Research
Vidosh Inc
Vicksburg Warren School District
Village of Wilmette
Virginia Power
Volkswagen of America
Voplex Corp

-W-

W Aurora School District
Wade-Trim Assoc
Walgreen Co
Warren Consolidated Schools
Washington Hospital Center
Washoe Cnty School District
Washtenaw County Roads
Waste Management of North America
Waterford School District
Watervliet Public Schools
Waukesha Engine Div
Wausau School District
Waverly Schools
Wayne Cnty Dept Public Service
WCI Refrigerator Div
Western-Southern Life
Westin Hotels
Westinghouse Hanford Co
Westlaco Indep Schl Dist
Westvaco Corp
Weyerhaeuser Co-WA
Weyerhaeuser Co-MI
Wheeling Comm Schl Dist
Wichita Public Schools

Winkelman Stores Inc
Wisconsin Dept of Transportation
Wisconsin Electric Power
Wm Wrigley Jr Co
Wyandotte Public Schools
Wyatt Cafeterias

-X-

Xontech Inc

-Y-

Yeo & Yeo
Yosemite Park & Curr
Young & Co

-Z-

Zimmer

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